JACK TRACY
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NBC COLOR TELEVISION NEWS

December 3, 1957

NBC-TV BUYS "NORTHWEST PASSAGE," NEW HISTORIC ADVENTURE SERIES IN COLOR BASED ON ROBERTS' FAMOUS NOVEL, FOR TELECAST NEXT SEASON

NORTHWEST PASSAGE, a new historic adventure series in color, based on Kenneth Roberts' best-selling novel of the American Frontier, has been purchased by NBC-TV for presentation next season, it was announced today by Manie Sacks, Vice President, Television Network Talent and Programs, for the National Broadcasting Company.

"Northwest Passage" -- starring Keith Larsen as Major Robert Rogers and featuring Buddy Ebsen and Don Burnett -- has been purchased from MGM-TV. It will be produced by Adrian Samish at the MGM studios.

This historical novel of the exploits of Major Robert Rogers and his Rangers during the long conflict between American colonists and the French and Indians was first published in 1937. More than 33 editions of the original Book-of-the-Month Club selection have been published.

In 1940 "Northwest Passage" was made into a successful motion picture, starring Spencer Tracy in the role of the famous Indian fighter.

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NBC TRADE NEWS

December 3, 1957

STEVE ALLEN EMCEES NBC-TV 'TIMEX ALL-STAR JAZZ SHOW' DEC. 30 WITH ARMSTRONG, ELLINGTON, KRUPA, TEAGARDEN, AMONG OTHER 'GREATS'

Steve Allen will be master of ceremonies for THE TIMEX ALL-STAR JAZZ SHOW, to be presented on NBC-TV, Monday, Dec. 30 from 10 to 11 p.m., EST.

The full-hour special telecast, which will originate in New York, will have as its theme "Jazz is fun!" and will headline Louis Armstrong and his All-Stars, Woody Herman and his Third Herd, the Gene Krupa Trio with Charlie Ventura, Jack Teagarden, Bobby Hackett, Cozy Cole, Carmen McRae, the Dave Brubeck Quartet with Paul Desmond, and -- in a remote from the Blue Note in Chicago -- Duke Ellington and his Orchestra.

Larry White will produce "The Timex All-Star Jazz Show" which will be directed by Dwight Hemion and written by jazz expert George Simon. The show will be sponsored by the United States Time Corporation through Peck Advertising Agency, Inc.

NBC TRADE NEWS

December 3, 1957

GENERAL FOODS CORPORATION TO CO-SPONSOR 'DRAGNET'

The General Foods Corporation has signed to sponsor DRAGNET, NBC-TV's high-rated detective series starring Jack Webb, on alternate weeks starting Thursday, Jan. 9 (8:30-9 p.m., EST), it was announced today by William R. (Billy) Goodheart, Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

The Liggett and Myers Tobacco Company, which currently sponsors "Dragnet" on alternate weeks, will continue as co-sponsor of the series with General Foods.

The General Foods order is for 26 weeks and was placed through Benton and Bowles, Inc.

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NBC TELEVISION NEWS

December 3, 1957

NEW LINEUP OF NBC-TV SATURDAY MORNING PROGRAMS IS EFFECTIVE DEC. 14 WHEN 'RUFF AND REDDY SHOW' JOINS NETWORK SCHEDULE

Effective with the Dec. 14 premiere of its new cartoon program THE RUFF AND REDDY SHOW, NBC-TV will present a new line-up of its Saturday morning programs.

The schedule follows (all times EST):

10:00 a.m. -- Howdy Doody

10:30 a.m. -- Ruff and Reddy

11:00 a.m. -- Fury

11:30 a.m. -- Andy's Gang

12:00 Noon -- My True Story

12:30 p.m. -- Detective's Diary

However, on Dec. 28, the schedule will change for one day only. "Howdy Doody," which celebrates its tenth anniversary on that date will occupy the full hour from 10 to 11 a.m. for a special anniversary show. On that single date the Saturday a.m. schedule will be as follows:

(more)

10:00 a.m. -- Howdy Doody

11:00 a.m. -- Fury

11:30 a.m. -- Ruff and Reddy

12:00 Noon -- My True Story

12:30 p.m. -- Detective's Diary

On the following Saturday (Jan. 4) and continuing thereafter, "Howdy Doody" will revert to its half hour status, and the new "regular" schedule will remain in effect.

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NBC-New York, 12/3/57

December 3, 1957

SEVEN NBC NEWS CORRESPONDENTS VISITING U.S. FOR YEAR-END TV AND RADIO ROUNDUP SHOW WILL ALSO MAKE A LECTURE TOUR

Seven NBC News foreign correspondents coming home for a special year-end roundup show will also make an extensive lecture tour while in the country.

This announcement was made today by William R. McAndrew, Director of NBC News.

The newsmen will take part in PROJECTION '58, an hour-long show over NBC-TV and Radio on Sunday, Dec. 29. (Time for the program will be announced soon).

Correspondents coming home are Frank Bourgholtzer (Vienna), Leif Eid (Paris), Joseph C. Harsch (London), Welles Hangen (Cairo), Irving R. Levine (Moscow), Edwin Newman (Rome) and James Robinson (Tokyo).

So far, the newsmen are scheduled to lecture in 15 cities. Here is the schedule:

Thursday, Jan. 2 -- Bourgholtzer, Cleveland Rotary Club;
Newman, Houston Rotary.

Friday, Jan. 3 -- Levine, Providence, Temple Brotherhoods.

(more)

Monday, Jan. 6 -- Newman, The Economic Club of Detroit; Robinson, Los Angeles World Affairs Council; Eid, Atlanta Rotary Club; Levine, Dallas World Affairs Council.

Tuesday, Jan. 7 -- Bourgholtzer, Buffalo Junior Chamber of Commerce; Harsch and Hangen, Chicago World Affairs Council; Eid, New Orleans International House; Robinson, San Francisco World Trade Council; Levine, Kansas City, Temple Brotherhoods.

Wednesday, Jan. 8 --Hangen, Pittsburgh Radio and TV Executives Club; Newman, New York Off-the-Record Club.

Thursday, Jan. 9 -- Entire group assembles at the Waldorf-Astoria Hotel, New York, for special luncheon under auspices of the Foreign Policy Association.

Friday, Jan. 10 -- Entire group visits Washington for meetings with press and government officials.

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NBC-New York, 12/3/57

NBC TELEVISION NEWS

December 3, 1957

'TRUTH OR CONSEQUENCES' RETURNS TO NBC WEEKLY NIGHTTIME SCHEDULE FRIDAY, DEC. 13; MONDAY-THROUGH-FRIDAY DAYTIME VERSION CONTINUES

TRUTH OR CONSEQUENCES, pioneer network audience participation program, returns to NBC-TV as a weekly nighttime production Friday, Dec. 13, with Bob Barker, emcee of the Monday-through-Friday daytime shows as host.

With bigger and more elaborate gifts, zanier consequences, and "top secret" remote telecasts designed to catch unsuspecting "victims" during off-guard moments, the new "Truth or Consequences" moves once again into the ranks of major nighttime shows.

The program will be seen "live" in Eastern, Central, and Mountain time zones at 7:30-8 p.m., EST, and will be telecast on the Pacific coast on a five-day delay basis starting Wednesday, Dec. 18. The sponsor is Sterling Drug, Inc., through the Dancer-Fitzgerald-Sample, Inc., advertising agency.

Bob Barker, who has emceed the Monday-through-Friday (10:30-11 a.m., EST) telecasts of "Truth or Consequences," will now handle both versions.

Barker is the third man to stand at the helm of the popular program. Ralph Edwards introduced the show on NBC Radio

(more)

in August, 1940. After emceeing it 14 years on radio and one year on television, he turned the reins over to Jack Bailey, while he devoted his "on air" time to "This Is Your Life." Bailey was host of the program from May, 1954 through October, 1956, when he withdrew to handle the Monday-through Friday "Queen for a Day" show, also on NBC-TV.

Edwards selected Barker for the program two months later when it made its debut as a five-day-a-week daytime feature on NBC-TV.

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NBC-New York, 12/3/57

NBC TRADE NEWS

GENERAL NORSTAD, NATO CHIEF, WILL 'MEET THE PRESS' IN PARIS

An interview at the Palais des Chaillots in Paris with Gen. Lauris Norstad, Supreme Allied Commander of NATO, will be featured on MEET THE PRESS Sunday, Dec. 22 (NBC-TV, 6-6:30 p.m., EST; NBC Radio as part of "Monitor," 6:30-7 p.m., EST).

The interview with General Norstad will be kinescoped earlier that week for the Dec. 22 show. It will take place only a few days after the scheduled close of the historic NATO meeting of heads of state in Paris, Dec. 16-18.

William H. Lawrence of the New York Times, Marquis Childs of the St. Louis Post-Dispatch, Joseph C. Harsch, NBC News' London bureau chief and senior European correspondent, and a fourth panelist to be announced, will interview General Norstad. Ned Brooks will be the moderator. Julian Goodman, Manager of News and Special Events for NBC News, Washington, will produce the show for Lawrence Spivak, producer of "Meet the Press."

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NBC-New York, 12/3/57

NBC SPOT SALES

News

DAVID SCOTT IS APPOINTED TO NEW NBC SPOT SALES
POST AS NEW ENGLAND DIVISION MANAGER

David Scott has been appointed to the newly created post of New England Division Manager of NBC Spot Sales, it was announced today by Jack Reber, Director of NBC Spot Sales.

"New England's expanding industrial economy and its increasingly important role as a point of origin for manufacturer advertising prompted us to open a divisional office in the area for the first time," Mr. Reber said.

Scott, who will make his headquarters in Hartford, Conn., has been national sales manager of WNBC, Hartford-New Britain, since 1953. He joined the station (then WKNB Radio) in 1946 as program director, and became a member of the sales staff in 1949. Previously he had been sports director for WCOL, Columbus, Ohio, (1941-46), announcer for WJLS, Beckley, W.Va., (1940), and a member of the NBC page staff in 1939.

During World War II, Scott was a captain in the Army. He, his wife and three children live in Windsor, Conn.

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NBC-New York, 12/3/57

CREDITS FOR 'THE ENDLESS FRONTIER' ON 'WIDE WIDE WORLD'

TIME:	NBC-TV, Sunday, Dec. 8, 4-5:30 p.m., EST.
FORMAT:	A 90-minute survey of American science and the role it plays in the cold war, with visits to the atomic submarine Seawolf while it makes an actual dive at sea; to the University of California in Berkeley; to the Smithsonian Institution in Washington; to the Bronx High School of Science in New York; and to Jonas E. Salk Hall at the University of Pittsburgh.
SPONSOR: (For entire series)	General Motors
AGENCY:	MacManus, John & Adams, Inc.
EXECUTIVE PRODUCER:	Barry Wood
PRODUCER:	John Goetz
HOST:	Dave Garroway
DIRECTOR:	Van Fox
ASSOCIATE PRODUCER:	Robert Carlisle
WRITER:	Jesse Sandler
MUSIC COMPOSER AND CONDUCTOR:	David Broekman
EXECUTIVE STAFF:	Arch Robb, Ed Faught, Ed Wilbur.
TECHNICAL SUPERVISOR:	Robert Smith
UNIT MANAGER:	Bill Dannhauser

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NBC-New York, 12/3/57

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December 4, 1957

"NBC NEWS HOT SEAT"--FIVE SPECIAL TELECASTS WEEK OF DEC. 30 WILL SUPPLEMENT NETWORK'S "PROJECTION '58" YEAR-END ROUNDUP

A series of five special daily 15-minute telecasts will spotlight a group of NBC News foreign correspondents starting Dec. 30, William R. McAndrew, Director of NBC News, announced today.

Mr. McAndrew said seven newsmen will appear on NBC-TV from 2:15-2:30 p.m., EST, Monday through Friday, Dec. 30-Jan. 3. Five correspondents -- one each day -- will be interviewed by members of the group. The program will be called the NBC NEWS HOT SEAT.

Through the special telecasts, Mr. McAndrew said, the newsmen will be able to expand reports they will give on NBC News' year-end roundup, PROJECTION '58, on Sunday, Dec. 29.

Here's the lineup for the special daily telecasts:

Monday, Dec. 30 -- Irving R. Levine (Moscow) "in the hot seat," interviewed by Frank Bourgholtzer (Vienna), James Robinson (Tokyo), and Welles Hangen (Cairo).

Tuesday, Dec. 31 -- Leif Eid (Paris) "in the hot seat," interviewed by Joseph C. Harsch (London), Edwin Newman (Rome) and Hangen.

(more)

Wednesday, Jan. 1 -- Hangen, interviewed by Levine, Eid and Harsch.

Thursday, Jan. 2 -- Harsch, interviewed by Hangen, Levine and Eid.

Friday, Jan. 3 -- Robinson, interviewed by Bourgholtzer, Harsch and Eid.

Five NBC News domestic correspondents will join the foreign correspondents on the Dec. 29 year-end show, "Projection '58." They are David Brinkley, Robert McCormick and Martin Agronsky (from Washington), Chet Huntley (from New York), and John Chancellor (from Chicago).

Huntley will be the anchorman for "Projection '58" which will be presented on both NBC-TV and NBC Radio.

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NBC-New York, 12/4/57

NBC-TRADE NEWS

Attention, Sports Editors

NBC-TV AND RADIO TO COVER OHIO STATE-OREGON GRID BATTLE IN ROSE BOWL JAN. 1

Ohio State, champion of the Big Ten Conference, will battle Oregon, co-champion of the Pacific Coast Conference, in the 44th annual Rose Bowl Game at Pasadena, Calif., which NBC-TV and NBC Radio will cover on New Year's Day Wednesday, Jan. 1 (4:45 p.m., EST).

For the seventh consecutive year, NBC's dual coverage of football's number one bowl classic will be sponsored by the Gillette Safety Razor Company as a feature of its "Gillette Cavalcade of Sports" series. Maxon, Inc., is the agency for Gillette.

The Rose Bowl Game is one of NBC's two big football attractions on New Year's Day. NBC-TV and Radio will carry the Sugar Bowl Game in New Orleans, La., starting at 1:45 p.m., EST. In addition, NBC-TV will colorcast the Tournament of Roses Parade in Pasadena before the grid double-header. All three events are traditional New Year's Day spectacles.

Ohio State will be making its fourth Rose Bowl trip and Oregon its third. Ohio State last appeared in 1955 and defeated Southern California, 20-7. The Buckeyes' other visits were in 1921 and 1950. Oregon gained the Rose Bowl bid in 1917 and 1920.

(more)

This season Ohio State won eight games and lost one. The Big Ten champion Buckeyes were acclaimed as the nation's top team in many post-season polls. Oregon had a 7-3 record, and was tied for the Pacific Coast Conference title by Oregon State.

NBC has been closely associated with the Rose Bowl down through the years. The first coast-to-coast broadcast in radio history was Graham McNamee's description of the Rose Game between Stanford and Alabama on New Year's Day, 1927.

NBC has had exclusive television rights to the classic since the first coast-to-coast bowl telecast on Jan. 1, 1952. The telecast of last January's Rose Bowl clash between Iowa and Oregon State was viewed by an estimated 52,760,000 persons.

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NBC-New York, 12/4/57

1958 MARCH OF DIMES CAMPAIGN TO BE LAUNCHED ON NBC-TV'S "QUEEN FOR A DAY" PROGRAM

NBC-TV's QUEEN FOR A DAY, emceed by Jack Bailey, has been selected by the National Foundation for Infantile Paralysis to officially launch the 1958 March of Dimes campaign via television.

The project starts with a special "Queen for a Day" show Thursday, Jan. 2 (4-4:45 p.m., EST) from the Foundation's headquarters in Warm Springs, Ga.

"We are greatly honored to have been chosen by the Foundation to spearhead its 1958 drive," said Bailey. "I am sure the show from Warm Springs will be one of the most dramatic and heart-warming programs we've televised."

Bailey explained that the audience and candidates for "Queen" on the Jan. 2 show will consist of rehabilitated patients at Warm Springs. He added, "This year's March of Dimes theme is 'Survival is Not Enough.' We will assist in every way to convey this theme to the public."

The Foundation points out that even with Salk vaccine, there are still more than 100,000 Americans suffering from the crippling aftermath of the disease.

"It is for them," said Bailey, "That the Foundation must continue its fund-raising. I am told that millions of March of Dimes dollars are needed for this vast campaign...Operation Comeback."

Following the "Queen for a Day" telecast from Warm Springs, many civic, government and entertainment notables will attend the annual March of Dimes dinner on the grounds at Warm Springs to celebrate the Foundation's 20th year of service to the nation's polio victims.

"Queen For a Day," produced by Harry Mynatt, is telecast over NBC-TV from 4-to 4:45 p.m., EST, Monday through Friday.

-----o----- NBC-New York, 12/4/57

LOTS OF BIG DOINGS FOR 'HOWDY DOODY'
TENTH BIRTHDAY CELEBRATION DEC. 28

On Saturday, Dec. 28, the tenth anniversary of NBC-TV's HOWDY DOODY, a gala TV party is planned. At that time Howdy will have reached his 2,200th performance. Western star Gabby Hayes will be a special guest.

Howdy's birthday party show, which will also have as guests the 10 semi-finalists in Howdy's current "Smile" contest, will be a full-hour show (10 to 11 a.m., EST) instead of its usual half-hour.

Producer Roger Muir reports wide response to "Howdy Doody's" contest to find the child with the "most winning smile in America." After just two announcements of the contest on two successive "Howdy Doody" shows, over 60,000 smiling photographs have been received.

"Howdy Doody" is regularly telecast every Saturday morning over NBC-TV, 10-10:30 a.m., EST.

NBC-New York, 12/4/57

JACK TRACY
ROOM 320

TRADE NEWS

2 COPIES X-H

December 5, 1957

CARTER PRODUCTS SIGNS AS SPONSOR OF 'NBC NEWS' TUESDAY TELECASTS

Carter Products, Inc., has signed to sponsor NBC NEWS, NBC-TV's Monday-through-Friday evening (6:45-7 p.m., EST) news program, on alternate Tuesdays starting immediately, it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

The Carter order was placed through Ted Bates and Company, Inc., and calls for the advertiser to sponsor the program through March 25.

"NBC News" features Chet Huntley and David Brinkley as co-editors reporting from New York and Washington, respectively.

December 5, 1957

NBC'S 1957 ALL-AMERICA FOOTBALL TEAM IS ANNOUNCED

FOR RELEASE AFTER 7 P.M., EST, SATURDAY, DEC. 7

One holdover and three juniors are among the football stars who comprise NBC's 1957 All-America eleven.

The talented team, chosen by a panel of 10 NBC sportscasters under supervision of Sports Director Tom S. Gallery, was announced today (Dec. 7) on the KEMPER FOOTBALL SCOREBOARD program following NBC-TV's telecast of the Miami-Pittsburgh game.

NBC's All-America lineup follows:

Left End.....Jimmy Phillips, Auburn
Left Tackle.....Alex Karras, Iowa
Left Guard.....Aurelius Thomas, Ohio State
Center.....Dan Currie, Michigan State
Right Guard.....Bill Krisher, Oklahoma
Right Tackle.....Bob Reifsnyder, Navy
Right End.....Dick Wallen, UCLA
Quarterback.....King Hill, Rice
Left Halfback.....John Crow, Texas A. & M.
Right Halfback.....Walt Kowalczyk, Michigan State
Fullback.....Nick Pietrosante, Notre Dame

(more)

The lone repeater from NBC's 1956 All-America eleven is Iowa's giant tackle, Alex Karras. The three juniors are Notre Dame fullback Nick Pietrosante, Navy tackle Bob Reifsnyder and UCLA end Dick Wallen.

Mr. Gallery noted that the NBC panel of experts found it difficult to make their selections because "there were so many outstanding players in the country who displayed the brilliance of All-America stars."

The backfield of NBC's "dream team" has power and versatility. Texas Aggie star John Crow is the 1957 recipient of the Heisman Memorial Trophy, awarded annually to collegiate football's top player. Rice's King Hill was outstanding as both a passer and runner in gaining a total of 1244 yards. Pietrosante and Michigan State's Walt Kowalczyk were the big runners in their teams' fine seasons.

The rugged and speedy line averages 212 pounds, while the backfield averages 207 pounds.

Michigan State is the only team to gain two berths on the All-America eleven. The Big Ten Conference has four representatives, the Southwest Conference has two, and the Big Eight, Southeastern and Pacific Coast conferences have one each.

NBC sportscasters on the selection panel were Lindsey Nelson and Red Grange, announcers for the national and Eastern regional telecasts this season; Mel Allen and Bill Flemming, who teamed up for the Big Ten regional TV games; Chick Hearn and Lee Giroux, who handled the Pacific Coast regional telecasts; Al Helfer and Jerry Doggett, broadcasters for NBC Radio's coverage of Army football games; and Russ Hodges and Otto Graham, the "Football Scoreboard" commentators.

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NBC-New York, 12/5/57

DICK JACOBS IS NAMED NEW MUSIC DIRECTOR OF 'YOUR HIT PARADE'

Dick Jacobs has been appointed music director of "Your Hit Parade" it was announced by the American Tobacco Company. Jacobs who is musical director of Coral Records, will begin his new assignment Saturday, Dec. 14 (NBC-TV colorcast, 10:30 p.m., EST).

Jacobs started his career as an arranger for Tommy Dorsey. Later he did arrangements for many top singers including Perry Como, Eddie Fisher, Frank Sinatra and others. His arrangements and musical direction of such record hits as "Maybe" with Como and Fisher, and "Sincerely" with the Maguire Sisters have put him in the forefront of "hit record" musicians. His own orchestral recordings in his four and a half years with Coral Records also have won wide popularity.

Don Walker, who has been music director of "Your Hit Parade" since the beginning of the season, will leave the show to concentrate on his Broadway assignments, which include the upcoming "The Music Man."

"Your Hit Parade," starring Tommy Leonetti, Jill Corey, Virginia Gibson and Alan Copeland, is co-sponsored by Hit Parade Cigarettes and The Toni Company.

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NBC RADIO TO BROADCAST TALK BY NIXON

Vice President Richard M. Nixon's address before the National Association of Manufacturers on economics and the missile race Friday, Dec. 6, will be broadcast by NBC Radio live from 9 to 9:30 p.m., EST, from the Waldorf Astoria Hotel, New York.

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NBC-New York, 12/5/57

JACK TRACY
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NBC TRADE NEWS

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December 6, 1957

NBC-TV HAS 95% SELLOUT OF FIVE MAJOR POST-SEASON FOOTBALL GAMES; SAME CONTESTS ARE ALMOST COMPLETELY SOLD OUT ON NBC RADIO, TOO

NBC-TV's lineup of five major post-season football games scheduled during the Christmas-to-New Year's period is 95 per cent sold out, it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

In addition, the same holiday games are almost completely sold out on NBC Radio. The five contests and the sponsors follow:

The Blue-Gray all-star game from Cramton Bowl, Montgomery, Ala. (Saturday, Dec. 28 at 1:45 p.m., EST). -- Fully sponsored by the Gillette Safety Razor Company on radio and television.

The East-West Shrine Game from Kezar Stadium, San Francisco (Saturday, Dec. 28 at 4:45 p.m., EST). -- On television, the R. J. Reynolds Tobacco Company has ordered one-quarter sponsorship, the Esso Standard Oil Company has ordered one-half sponsorship in the East, and the Los Angeles Soap Company has ordered one-half sponsorship in the West. On radio, Esso has ordered full sponsorship in the East.

(more)

The National Football League Championship Game from the park of the Western Conference titleholder (Sunday, Dec. 29). -- On television, the Pontiac Motor Division of the General Motors Corporation has ordered three-quarter sponsorship and the R. J. Reynolds Tobacco Company has ordered one-quarter sponsorship. On radio, Pontiac has ordered full sponsorship.

The Sugar Bowl Game from New Orleans, La. (Wednesday, Jan. 1 at 1:45 p.m., EST). -- Fully sponsored by the Gulf Oil Corporation on television and radio.

The Rose Bowl Game from Pasadena, Calif. (Wednesday, Jan. 1 at 4:45 p.m., EST). -- Fully sponsored by the Gillette Safety Razor Company on television and radio.

Maxon, Inc., is the advertising agency for Gillette; the William Esty Company, Inc., is the agency for R. J. Reynolds; McCann-Erickson, Inc., represents the Esso Standard Oil Company; Erwin Wasey, Ruthrauff and Ryan, Inc., is the advertising agency for the Los Angeles Soap Company; MacManus, John and Adams, Inc., is the agency for Pontiac,and Young and Rubicam, Inc., represents Gulf Oil.

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NBC-New York, 12/6/57

NBC news

December 6, 1957

NEW PRODUCTION OF 'AMAHL AND THE NIGHT VISITORS'
BY NBC OPERA COMPANY WILL BE COLORCAST ON
'NBC MATINEE THEATER' CHRISTMAS DAY

A new production of "Amahl and the Night Visitors" will be offered by the NBC Opera Company on Christmas Day, Dec. 25 as a presentation of NBC MATINEE THEATER (NBC-TV colorcast, 3-4 p.m., EST).

This will mark the eighth presentation of the Christmas opera on NBC-TV. This NBC-commissioned opera was first presented on Christmas Eve, 1951, and received universal critical praise for the music and the libretto, both by Gian Carlo Menotti. Since then it has been seen many hundreds of times all over the world in theatres, opera houses and churches. In this country alone it has had almost 1,000 performances.

Otis Riggs designed the new sets. The costumes are the familiar ones created by Eugene Berman for the original production. Riggs, who is one of the leading designers on TV, received high praise last year for his designs for the NBC Opera Company production of "War and Peace."

(more)

Kirk Jordan, who sang the title role last year for the first time, again will be seen as Amahl. The rest of the cast will be the same that has performed the opera each time it has been given on NBC -- Rosemary Kuhlmann as the mother, Andrew McKinley, David Aiken and Leon Lishner as the three kings, and Francis Monachino as the page. Herbert Grossman will conduct. Choreography is by John Butler.

Samuel Chotzinoff, producer of the NBC Opera Company, will stage this new production. Chotzinoff worked closely with Menotti on the original production, even to the point of making several suggestions which ultimately were incorporated in the story of the opera. John Schwartz will be director.

"Amahl and the Night Visitors" is the touching story of a crippled boy. On a wintry night, when there is no food left in their humble cottage, Amahl and his mother go to sleep, expecting to go begging the next day. In the night they are visited by three kings on their way to pay homage to a "child" about to be born. When Amahl offers his crutch, his only possession, as a gift for the child, he is miraculously cured of his lameness, and goes with the kings to thank the child himself. According to Menotti, the story was suggested to him when he saw the Hieronymous Bosch painting "Adoration of the Magi." His characterizations of the kings are based on his own childhood recollections of stories in his home town of Cadegliano, Italy.

Menotti has lived in this country since he came here to study in 1928. His operas including "The Consul," "The Saint of

(more)

Bleecker Street," "The Old Maid and the Thief," "The Medium" and "The Telephone" are frequently performed in many countries. NBC commissioned not only "Amahl" but "The Old Maid and the Thief" and a third opera on which Menotti is now working.

Procter and Gamble, one of the regular sponsors of "NBC Matinee Theater," will sponsor the Christmas Day program. Benton and Bowles is the agency. John Conte, host of "NBC Matinee Theater," will introduce the Christmas classic.

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NBC-New York, 12/6/57

December 6, 1957

THE TOP TEN NEWS EVENTS OF 1957 SELECTED BY WILLIAM R. McANDREW, DIRECTOR OF NBC NEWS

From the resignation of Anthony Eden in January to the launching of the space race at the end of the year, 1957 was a big "News" year.

For a network news department, with "editions" and deadlines every minute, a year embraces an unending stream of stories.

Out of the thousands of stories NBC News and its correspondents handled in 1957, however, here are the top 10 news events as selected by NBC's Director of News, William R. McAndrew. (They are not arranged in order of importance.)

1. The race for space supremacy -- starting with the Soviet launching of its sputnik and all the ramifications.

2. President Eisenhower's illnesses.

3. The President's second inauguration.

4. The royal visit of Queen Elizabeth and Prince Philip.

5. The labor rackets investigations.

(more)

6. Marshal Zhukov's dismissal.

7. Little Rock and the integration crisis.

8. Middle East turmoil, including the Syrian and North African crises.

9. Anthony Eden's resignation.

10. The NATO summit meeting in Paris (Dec. 16-18).

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NBC-New York, 12/6/57

NBC COLOR TELEVISION NEWS

NBC COLOR TELECAST SCHEDULE
Dec. 15 - 21 (All Times EST)

Sunday, Dec. 15

5:30-6:30 p.m. -- BELL SYSTEM SCIENCE SERIES -- "Our Mr. Sun" -- Thermo the Magician (one of the animated characters in the full-hour colorcast) will show in simple language how nature makes its own H-bombs.

6:30-8 p.m. -- HALLMARK HALL OF FAME -- Shakespeare's "Twelfth Night" -- starring Maurice Evans, Piper Laurie, Dennis King, Rosemary Harris, Max Adrian and Howard Morris.

8-9 p.m. -- THE STEVE ALLEN SHOW -- Ann Sothern, Bud Wilkerson, Janik and Arnaut, Jackie Cain and Roy Kral and extra added attraction Lou Costello.

9-10 p.m. --THE DINAH SHORE CHEVY SHOW -- With guests Tommy Sands, Carol Channing, Lisa Kirk, Ted Reid and special guest Hugh (Wyatt Earp) O'Brian.

Monday, Dec. 16

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW.

7:30-8 p.m. -- THE PRICE IS RIGHT -- With emcee Bill Cullen.

Tuesday, Dec. 17

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW.

3-4 p.m. -- NBC MATINEE THEATER -- "No Time for Comedy," starring Sarah Churchill and Katharine Bard.

(more)

Tuesday, Dec. 17 (Cont'd)

8-9 p.m. -- THE GOBEL-FISHER SHOW -- Guests are Peggy King, Bil and Cora Baird, and Gertrude Wood, the Tournament of Roses Parade Queen.

Wednesday, Dec. 18

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW.

3-4 p.m. -- NBC MATINEE THEATER -- "A Gentleman of Fortune."

9-10 p.m. -- KRAFT TELEVISION THEATRE -- "Polka," starring Shelley Winters, Torin Thatcher, Glenda Farrell, James Gregory and Phyllis Love.

Thursday, Dec. 19

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW.

3-4 p.m. -- NBC MATINEE THEATER -- "The Gentleman Caller."

7:30-8 p.m. -- TIC TAC DOUGH -- Emcee is Jay Jackson.

10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY -- Patty McCormack and Tim Hovey are guests.

Friday, Dec. 20

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW.

3-4 p.m. -- NBC MATINEE THEATER -- "The Tender Leaves."

Saturday, Dec. 21

8-9 p.m. -- THE PERRY COMO SHOW -- Burr Tillstrom and Kukla and Ollie, the McGuire Sisters and the Marquis Chimps.

10:30-11 p.m. -- YOUR HIT PARADE -- With Jill Corey, Virginia Gibson, Tommy Leonetti and Alan Copeland.

Wednesday, Dec. 25

3-4 p.m. -- The NBC Opera Company presents Gian Carlo Menotti's Christmas opera "Amahl and the Night Visitors" on the "NBC Matinee Theater." John Conte is host.

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NBC-New York, 12/6/57

NBC-TV NEWS

OUT OF TOTAL OF 2,000,000 ENTRANTS, A JERSEY HOUSEWIFE WINS 'ANNIVERSARY SHOWCASE' ON 'THE PRICE IS RIGHT'

A Haddonfield, N.J., housewife today won the "Anniversary Showcase" on NBC-TV's THE PRICE IS RIGHT, starring Bill Cullen.

Mrs. Frances Dover, of Ashland Terrace, Haddonfield, correctly estimated the value of the $4,778.25 showcase, along with six other viewers. The seven-way tie was broken by individual bidding on a mink stole which was part of the showcase.

Slightly over 2,000,000 post cards were received; they contained bids on the showcase which included the mink stole, a Rambler station wagon, a gold locket, a polaroid camera, and Arpege perfume.

"The Price is Right" is telecast Monday-through-Friday at 11 a.m., EST, and colorcast on Monday nights at 7:30 p.m., EST.

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NBC-New York, 12/6/57

CAST AND CREDITS FOR 'THE LIFE OF SAMUEL JOHNSON' ON 'OMNIBUS'

TIME:	NBC-TV, Sunday, Dec. 15, 4-5:30 p.m., EST.
EXECUTIVE PRODUCER:	Robert Saudek
MASTER OF CEREMONIES:	Alistair Cooke
DRAMA CONSULTANT:	Walter Kerr
FEATURE EDITOR:	Mary V. Ahern
ADAPTATION BY:	James Lee
CO-DIRECTORS:	Alan Schneider and Seymour Robbie
PRODUCED BY:	Robert Saudek Associates
SPONSORS:	Aluminium Limited and Union Carbide Corporation
AGENCIES:	J. Walter Thompson Company and J. M. Mathes, Inc.
FORMAT:	An original treatment of "The Life of Samuel Johnson" by James Boswell -- a 90-minute production authenticated as to dialogue, costuming, and atmosphere.
CAST:	The cast of 60 will include:

Peter Ustinov	as Johnson
Kenneth Haigh	as Boswell
Sorrell Booke	as Mr. Brillby
Michael Clarke Laurence	as Lord Marindown
Thomas Barbour	as Mr. Davies
Catharine Dolan	as Mrs. Davies

(more)

CAST (CONT'D):	Basil Langton	as David Garick
	Ralph Sumpter	as Oliver Goldsmith
	Eithne Dunn	as Mrs. Thrale
	Angela Thornton	as Miss Seward
	Charles Francis	as Lord Auchinleck
	Ed Sherin	as Colonial
	Clarence Derwent	as Reynolds
	Nancy Wickwire	as Mrs. Boswell
	Arthur Malet	as Levett

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NBC-New York, 12/6/57

NBC-TV NEWS

SALES OF 'TWENTY-ONE' AND 'TIC TAC DOUGH' HOME GAME VERSIONS REACH $1,000,000 MARK

Home game versions of two NBC-TV programs -- TWENTY-ONE and TIC TAC DOUGH -- have reached the million-dollar mark in department store and toy shop sales.

Both television shows, with Jack Barry as quizmaster, are licensed through California National Productions, an NBC subsidiary. Bob Max, manager of the CNP Merchandising Division, attributes the rapid acceptance of the games to two factors:

1. Faithful table-size reproduction of the mechanical features -- such as isolation booth, calculators, categories and questions.

2. Popularity of the telecasts creating immediate recognition and wide public demand for the games.

Latest in an extensive roster of games based on NBC properties and personalities, and licensed by CNP, the home versions of TWENTY-ONE and TIC TAC DOUGH already seem headed for the top of the best-selling list. The present champion is still NBC-TV's "Howdy Doody," Max reports. "In fact," he claims, "Many of us feel that TV 'character merchandising' began shortly after Christmas, 1947, on the day that Bob Smith and his little red-headed friend made their initial appearance on NBC-TV." Within the first six years, Max said, more than 600 products -- toys, games, novelties, records, books, clothing and food products -- were licensed under the HOWDY DOODY banner.

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NBC-New York, 12/6/57

JACK TRACY
ROOM 320

TRADE NEWS

2 COPIES X-H

December 9, 1957

NEW TUESDAY NIGHT 'TREASURE HUNT' TELECAST STARRING JAN MURRAY STARTS ON NBC-TV DEC. 24; FIVE-A-WEEK DAYTIME SERIES CONTINUES

A nighttime edition of the high-rating daytime TREASURE HUNT, with potential winnings multiplied tenfold, will begin Christmas Eve, Tuesday, Dec. 24 (NBC-TV, 7:30-8 p.m., EST). Jan Murray will be host-emcee and will continue in the same capacity on the daytime "Treasure Hunt" (NBC-TV, Mondays through Fridays, 10:30-11 a.m., EST).

The new evening program will have the time-spot formerly occupied by the "Nat King Cole Show."

Contestants, chosen from the studio audience, will be quizzed in pairs by Murray. The winner draws a sealed bid from the bid-board. It is opened by Murray who announces the cash value of the bid. The contestant then must choose whether to accept this cash or take a chance on the contents of one of the treasure chests.

There are 30 of them, one containing only a "joke" gift, one containing a sum of not less than $10,000, and the others facsimile merchandise of considerable, but unpredictable value.

Home viewers may participate by sending in cards with their guesses as to which chest contains the cash treasure. If onstage contestants fail to guess it correctly, a member of the studio

(more)

audience is invited to select one of the home-viewers' cards; if that number matches the number of the treasure chest, the lucky home-viewer wins. Contents of the chest, starting at $10,000, will be increased by $1,000 on each telecast until someone makes the right guess.

Professor Arnold Goren of New York University heads the research department which prepares the quiz questions. Marian Stafford is the "pirate girl" who aids host Jan Murray in conducting the quiz. Milton De Lugg will conduct the orchestra and Tom Reddy will announce. Bud Granoff will produce for Jantone, Inc., and Dave Brown will direct.

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NBC-New York, 12/9/57

CREDITS FOR 'TREASURE HUNT' TUESDAY NIGHTS ON NBC-TV

TITLE:	TREASURE HUNT
TIME:	NBC-TV, Tuesdays, 7:30 p.m., EST.
PREMIERE:	Tuesday, Dec. 24, 1957
PACKAGE PRODUCER:	Jantone, Inc.
PRODUCER:	Bud Granoff
DIRECTOR:	Dave Brown
HOST:	Jan Murray
"PIRATE GIRL":	Marian Stafford
ANNOUNCER:	Tom Reddy
FORMAT:	Audience-participation quiz. Murray questions contestants in pairs, with the high scorer choosing between a cash award or the unknown contents of a treasure chest. One of the treasure chests contains cash, one has a "joke" prize only, and all the others contain facsimiles of valuable merchandise.

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NBC-New York, 12/9/57

NBC COLOR TELEVISION NEWS

December 9, 1957

ROSEMARY HARRIS REPLACES PIPER LAURIE AS 'VIOLA'
IN 'TWELFTH NIGHT' COLORCAST ON 'HALL OF FAME'

Rosemary Harris, Shakespearean star of the Old Vic Company who has been rehearsing the role of Olivia, will play Viola instead in the HALLMARK HALL OF FAME colorcast of "Twelfth Night" Sunday, Dec. 15 (NBC-TV, 6:30-8 p.m., EST). She replaces Piper Laurie, who withdrew from the role of Viola yesterday (Dec. 8), according to an announcement by Mrs. Mildred Freed Alberg, executive producer of "Hallmark Hall of Fame."

"We are fortunate to have such a fine Shakespearean actress already in rehearsal, to step into the role, and to have another experienced Olivia available for that part," said Mrs. Alberg.

Frances Hyland, who will portray Olivia, played that role last summer in Tyrone Guthrie's production of "Twelfth Night" in Stratford, Ont.

Miss Harris has appeared with the celebrated Old Vic Company of London as Calpurnia in "Julius Caesar," Dorcas in "A Winter's Tale," Desdemona in "Othello" and Cressida in "Troilus and Cressida." She was acclaimed by New York critics in the latter role last season.

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Maurice Evans, as Malvolio, heads the cast for this fifth Shakespearean production by "Hallmark Hall of Fame." Other stars are Dennis King as Sir Toby, Max Adrian as Sir Andrew and Howard Morris as Feste. Robert Hartung is producer and Richard Greene is director.

* * *

Rosemary Harris is the latest in a long line of actresses, dating back over 300 years, to interpret the fantastic role of Viola in Shakespeare's "Twelfth Night." This will be a HALLMARK HALL OF FAME colorcast Sunday, Dec. 15 (NBC-TV, 6:30-8 p.m., EST). Maurice Evans heads the all-star cast as Malvolio.

Shakespearean authorities agree that the play seems to have been written in 1600 or 1601, although they disagree as to whether or not it was intended specifically for presentation on the 12th night after Christmas -- traditional end of the Christmas season, and still the day of greatest gaiety during that season in many countries. Some scholars maintain that Shakespeare called his play "Twelfth Night" only because it was in the spirit of frivolity characteristic of a Twelfth Night observance; the alternate title, "Or What You Will," would seem to support this theory.

Whatever the playwright had in mind, his comedy has delighted audiences down through the years, and many celebrated actresses have portrayed Viola, the girl who pretends to be her own twin brother.

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A Mrs. Johnson played Viola in the first New York production June 11, 1804. Famous Violas in New York productions since then have included "Cissie" Loftus in 1900, Viola Allen in 1904 and 1905; Julia Marlowe in repeated presentations from 1904-1921; Margaret Anglin in 1914, Eva Le Gallienne in 1926, and Helen Hayes in 1940 with Mr. Evans as Malvolio.

Famous stars in London productions included Ellen Tree in 1836, Ada Rehan in 1894, Edith Evans in 1932, Ursula Jeans in 1933, Jessica Tandy in 1937, Peggy Ashcroft in 1950 and Claire Bloom in 1954.

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NBC-New York, 12/9/57

December 9, 1957

BERRYMAN, FITZPATRICK AND MANNING--PULITZER PRIZE-WINNERS ALL--
WILL DO ORIGINAL EDITORIAL CARTOONS FOR "PROJECTION '58" ON NBC

Three Pulitzer Prize editorial cartoonists will do original drawings which will be featured on NBC News' year-end roundup -- PROJECTION '58 -- on Sunday, Dec. 29, it was announced today.

William R. McAndrew, Director of NBC News, said the three noted artists will be James T. Berryman of the Washington (D.C.) Star, D. R. Fitzpatrick of the St. Louis Post-Dispatch and Reginald (Reg) Manning of the Phoenix Arizona Republic.

Each of the cartoonists will produce an editorial cartoon he feels he may be drawing in 1958. Mr. McAndrew said. These drawings will be based on information supplied to the artists by NBC News correspondents taking part in the show.

"Projection '58" will be a review of the important events of 1957 and a projection ahead of likely news trends in 1958. Twelve NBC News correspondents will participate in the full-hour show which will be presented on both NBC-TV and NBC Radio (time to be announced soon).

Mr. Berryman, 55, was born in Washington and attended George Washington University and the Corcoran Art School. He began his newspaper career as a reporter for the New Mexico State Tribune

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in 1923, but became a staff artist on the Washington Star the next year. He won his Pulitzer Prize in 1950.

Mr. Fitzpatrick, 66, grew up in his hometown of Superior, Wisc., and went to art school in Chicago. He got his first job as a cartoonist on the Chicago Evening News in 1911, but moved to the St. Louis Post-Dispatch in 1913. He has won two Pulitzer Prizes -- in 1926 and 1954.

Mr. Manning, who signs his cartoons "Reg," is 52 and was born in Kansas City, Mo. He was a free-lance cartoonist before joining the Arizona Republic in Phoenix in 1926. He won the Pulitzer Prize in 1951.

Chet Hagan, producer of "Projection '58," said that, for the telecast, the cartoons will be projected on a rear screen to illustrate points the correspondents are making. Mr. Hagan said editorial cartoons from all over the world will also be blown-up and projected for illustrative use on the show.

NBC News commentator Chet Huntley will be anchorman on the program.

Foreign correspondents coming back to the U.S.A. for the show are: Frank Bourgholtzer (Vienna), Leif Eid (Paris), Joseph C. Harsch (London), Welles Hangen (Cairo), Irving R. Levine (Moscow), Edwin Newman (Rome) and James Robinson (Tokyo).

Domestic correspondents will be Martin Agronsky, David Brinkley, John Chancellor, Robert McCormick and Huntley.

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NBC-New York, 12/9/57

[illegible], had begun a start period on the Washington Side the next [illegible]. He was his military duties in 1950.

Mr. Fitzsimmons, Dr. grew up in his hometown of Gaspeton, [illegible] and went to his school in Chicago. He met his first [illegible] on the College Tavern Days in 1949, but moved to the [illegible] Mono-Graphics in 1953. He met up the Institute Tavern [illegible] 1954 and 1964.

Mr. Mendel, who plays his character "Mary" in 32 and was [illegible] in Kinsey Tale, Mr. He was a [illegible] [illegible] the Wilcox Tonight in Moscow in 1964. He was the Tavern [illegible] in 1971.

Over Hagen product of "Wednesday [illegible]" with Mary, Joe [illegible], the record will be produced on a new [illegible] [illegible] points the [illegible] are moving. [illegible] [illegible] [illegible] from his [illegible] will also be [illegible] [illegible] for Illustrative one [illegible].

The New Commercial Case Director will be [illegible] [illegible].

Tonight [illegible] [illegible] Mary [illegible] [illegible] [illegible] Mr. Mike Lahiri/Jay Kinsey, Lait Ito (Mary); Joseph [illegible] (Lundy), Hilda Hagen (Mary), Harry [illegible] (Jim Jay) [illegible] Kenny (Tom) and Tom Fitzsimmons (Tommy).

Tonight Commencement will be [illegible] Director, David [illegible], Jack Fitzsimmons, Hagen Producer and Auditor.

JACK TRACY
ROOM 320

2 COPIES X-H

NBC COLOR TELEVISION NEWS

December 10, 1957

CHARLTON HESTON, CLAIRE BLOOM, E.G. MARSHALL TO STAR IN "BEAUTY AND THE BEAST" COLORCAST SUNDAY, JAN. 12, OPENING "SHIRLEY TEMPLE'S STORYBOOK" SERIES ON NBC

Henry Jaffe Enterprises announced today the signing of Charlton Heston, Claire Bloom and E.G. Marshall to star in "Beauty and the Beast," the first of the new SHIRLEY TEMPLE'S STORYBOOK television series on NBC which will be colorcast Sunday, Jan. 12 (8-9 p.m., EST). The two sisters of Beauty will be played by June Lockhart and Barbara Baxley.

Kirk Browning will direct the initial program, according to Alvin Cooperman, producer of the series for Jaffe. Joseph Schrank wrote the adaptation of the classic fairy tale for television.

(more)

CAST AND CREDITS FOR 'TWELFTH NIGHT' ON 'HALL OF FAME'

This issue of the Daily News Report contains cast, credits and production data for the HALLMARK HALL OF FAME colorcast of Shakespeare's "Twelfth Night" Sunday, Dec. 15 (NBC-TV, 6:30-8 p.m., EST). Yellow-tinted paper is used for your convenience and ready identification.

[illegible]

[illegible] Our Tongue a family artist on the [illegible] that the work [illegible] He was his Doctorate prior in 1990.

Mr. Ridgeworth, Sr. went up to his hometown of Bucyrus, [illegible] and went to art school in Chicago. He got his first client job as a [illegible] on the Chicago Drawing News in 1911, [illegible] to the [illegible] Pre-Illustrator in 1919. He has won two Pulitzer Prizes [illegible] and 1924.

Mr. Hopping, who gives his nickname "Hop" is 32 and was [illegible] in Kansas City. Mr. [illegible] was a freelance cartoonist before joining the [illegible] Republic in Kansas in 1974. He won the Pulitzer [illegible] in 1981.

Our Hopping produces a "Monolithic [illegible]" which [illegible] the [illegible], the [illegible] will be produced on a [illegible] known as [illegible] points the [illegible] [illegible] and [illegible]. Mr. Hopper said [illegible] textures [illegible] the world will also be [illegible] and [illegible] for illustrative use [illegible].

Mr. [illegible] Gear Studios will be [illegible] of the [illegible].

[illegible] [illegible] [illegible] been [illegible] [illegible]. For the [illegible] Gear Studios [illegible], Lail Ric (Lady), [illegible] [illegible] (Lorner), [illegible] [illegible] (Gail) [illegible] R. [illegible] [illegible] [illegible] (Rose) and Tomo [illegible].

[illegible] [illegible] [illegible] [illegible] [illegible] [illegible], John [illegible]; [illegible] [illegible] and [illegible].

[illegible] Times, [illegible]

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ROOM 320

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NBC COLOR TELEVISION NEWS

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Shirley Temple not only will act as hostess-narrator in her live television debut in "Beauty and the Beast," but will also sing "Dreams Are Made for Children," the theme song for the entire series, written by Mack David and Jerry Livingston.

Miss Temple will also star as performer in three of the 16 fairy tales in the series, which will be announced at a later date.

The signing of Heston, Miss Bloom and Marshall (in the parts of the Prince, Beauty, and Beauty's father) for the adaptation of the classic fairy tale brings three distinguished performers to television.

Heston is probably best known for his remarkable characterization in Cecil B. DeMille's "The Ten Commandments" in the role of Moses.

Miss Bloom gave notable performances in such video highlights as "Cyrano de Bergerac" and the Old Vic's "Romeo and Juliet." She is a leading member of the famous Old Vic Company and has starred in many distinguished motion pictures, including "Richard III" opposite Sir Laurence Oliver and "Limelight" opposite Charlie Chaplin.

E.G. Marshall has appeared in many motion pictures including "Twelve Angry Men," "Man on Fire," and "Bachelor Party."

Joseph Schrank has an impressive list of credits, including the television adaptations of two productions in which Miss Bloom appeared -- "Caesar and Cleopatra" and "Cyrano de Bergerac."

Kirk Browning has won critical acclaim for his direction of "Mayerling," NBC operas (including "War and Peace") and two NBC "Festival of Music" telecasts, among other outstanding assignments.

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NBC-New York, 12/10/57

NBC COLOR TELEVISION NEWS

December 10, 1957

"ASSIGNMENT: SOUTHEAST ASIA" TO BE COLORCAST DEC. 22

- - -

James Michener Is Guide and Narrator of 90-Minute Film of Areas's Color, Pageantry and Political Realities

A 90-minute film made in Southeast Asia with Pulitzer Prize-winning author James A. Michener as guide and on-camera narrator will bring the color and pageantry -- and currently pressing political realities -- vividly to life on NBC Television Sunday, Dec. 22 (2:30-4 p.m., EST, in color and in black and white).

To make the program, ASSIGNMENT: SOUTHEAST ASIA, an NBC task force headed by producer-director Robert D. Graff spent three months color-filming in Indonesia, Malaya, Thailand, Vietnam, Cambodia and Burma. It will be a presentation of NBC Special Projects, of which Henry Salomon is director.

Michener, the noted author of "Tales of the South Pacific," "The Bridges at Toko-ri" and "Sayonara," traveled with NBC cameras and sound recorders to the farthest reaches of Southeast Asia to answer questions and to bring to the TV audience the basis for an understanding of this distant and troubled part of the world.

(more)

December 19, 1957

"MATERNAL SOUTHERN ARM" to be dedicated Dec. 22

James Bloomer is Dale and Lawrence Bowlsbey film of lively color, tapestry and Spiritual Realities

Many of the leaders of the Southeast Asian nations are interviewed in the film, among them President Sukarno of Indonesia, President Diem of Vietnam, Tenku Abdul Raman, chief minister of the Malayan Federation; Lim Yew Hock, chief minister for Singapore; Sir Robert Scott, British high commissioner for Southeast Asia; and U Nu, former premier of Burma and its leading political figure.

Viewers will see dances, a puppet show, Siamese boxing, an opium den, and life in villages on Bali, on Ambon and in Thailand. They will see the people at work: rice farming, teak forestry with elephants, oil drilling, fishing, tin mining, rubber planting. They will participate in the ceremonies of Southeast Asia's two major religions, Buddism and Islam. They will visit some of the spectacular monuments of the area, including Ankor Wat, which has been termed the greatest religious monument in the world.

As outlined by Graff, its producer-director, the program's theme, briefly stated, is this: It is vital for the future of the United States as the leader of the free world that its citizens understand what is happening in Southeast Asia, where seven new nations are striving to become functioning democracies despite severe internal problems and the ever-present threat of Communism.

"It is," says Graff, "an adventure story, the story of 200 million persons who fought their way to freedom and self-government after suffering many hundred years of colonial rule. The people of Burma, Cambodia, Laos, Vietnam, Malaya and Indonesia are no less courageous today than our American forefathers were in the days of the Revolution. They are fighting against larger odds. Will their adventure succeed? Why is it vital to every American that it does? The

(more)

program tries to answer these questions and to point up social, economic, political and cultural aspects of this area, which is one of the most populous and important in the world."

The Indonesian ports of call included the islands of Java (Djakarta, Djokjarta, Surabaja, Surakarta), Bali, Ambon and Sumatra (Palembang, Padang, Bukittinggi). In Malaya, there was filming at Kuala Lumpur and Singapore; in Thailand, at Bangkok, Chianh Mai and Angkor Wat; in Vietnam, at Saigon; in Burma, at Rangoon. From all of these points the crew also ranged over the surrounding countryside.

The noted composer Alan Hovhaness wrote the program's original orchestral score, and Carlos Surinach conducted. Sheldon Stark wrote the script.

Members of the NBC task force were Beatrice Cunningham and Milton Fruchtman, assistant producers; W. Suschitzky and Kenneth Reeves, cameramen; C. L. Mounteney and Peter Pardo, sound men, and John Herman, unit manager. Sidney Meyers was film editor.

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NBC-New York, 12/10/57

NBC TRADE NEWS

December 10, 1957

KRSD-TV IN RAPID CITY, S.D., TO BECOME NBC AFFILIATE

Affiliation of Station KRSD-TV, Channel 7, in Rapid City, S.D., with the National Broadcasting Company was announced today by Harry Bannister, Vice President in charge of Station Relations for NBC.

KRSD-TV will become an NBC-TV primary affiliate on Jan. 1, 1958. The station is presently completing construction of another station in Deadwood, N.D., which will operate as a satellite to KRSD-TV.

KRSD-TV is owned by John, Eli and Harry Daniels of the Heart of the Black Hills Stations.

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NBC TRADE NEWS

December 10, 1957

NEW AND RENEWAL RADIO BUSINESS TOTALS $900,000 IN WEEK

NBC Radio's net billings continued to climb during the past week as new and renewal business totaling $900,000 was placed with the network by 11 advertisers, it was announced today by William K. McDaniel, Vice President, NBC Radio Network Sales.

Two 52-week renewals, from Ex-Lax, Inc. and the Ralston-Purina Company, highlight the latest sales. The Ex-Lax renewal, placed through Warwick and Legler, Inc., calls for an extensive schedule of participations throughout NBC Radio's program lineup effective in January. Ralston-Purina, through Gardner Advertising Company, has renewed its sponsorship of WASHINGTON FARM REPORT, a five-minute Monday-through-Friday news program, effective Dec. 30.

The advertisers placing new orders and their agencies follow:

Standard Brands, Inc., for its Royal Desserts, through Ted Bates and Company, has ordered 20 participations a week in MONITOR and several daytime programs. The campaign has already started and will run through Dec. 17.

The Pepsodent Division of Lever Brothers Company, through Foote, Cone and Belding, has ordered a total of 100 six-second

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participations throughout NBC Radio's program schedule over a two-week period starting Jan. 27.

The Foster-Milburn Company, for its Doan's Pills, through Street and Finney, Inc., has ordered one one-minute participation a week in ONE MAN'S FAMILY for 37 weeks starting Dec. 11.

The Irish Linen Guild, through Donahue and Coe, Inc., has ordered a saturation campaign on MONITOR during the weekend of Dec. 14

The Esso Standard Oil Company, through McCann-Erickson, Inc., has ordered sponsorship of the East-West Shrine Game at Kezar Stadium, San Francisco, on Saturday, Dec. 28 (4:45 p.m., EST).

Sterling Drug Inc., for its Fizrin Instant Seltzer, through Compton Advertising Inc., has ordered a total of 12 participations in MONITOR and THE AFFAIRS OF DR. GENTRY, a daytime serial, over a five-week period ending Dec. 28.

The Munson G. Shaw Company, Inc., for its Duff Gordon Sherry through Fuller and Smith and Ross, Inc., has ordered a total of five participations in various daytime programs during the week of Dec. 16.

The Gulf Oil Corporation, through Young and Rubicam, Inc., has ordered sponsorship of the Sugar Bowl Game at New Orleans, La., on Wednesday, Jan. 1 (1:45 p.m., EST).

The Dodge Division of Chrysler Corporation, through Grant Advertising, Inc., ordered the five-minute MONITOR sports segments during the weekend of Dec. 7.

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NBC-New York, 12/10/57

December 10, 1957

LEADERS IN GOVERNMENT, EDUCATION AND BROADCASTING WILL RECEIVE REPORT ON PUBLIC ENDORSEMENT OF 'KNOW YOUR SCHOOLS' PROJECT OF NBC OWNED STATIONS

Accomplishments of the NBC Owned Stations' "Know Your Schools" project in bringing the attention of the American public to important educational problems will be reported to leaders in government, education and broadcasting Jan. 17 in Washington.

The report, to be made at a luncheon in the Sheraton-Carlton Hotel, will summarize the achievements of the NBC Owned Stations in eight major cities during a six-week public service effort which was designed to stimulate interest in our schools and colleges. The project, which was developed with the cooperation of the U.S. Department of Health, Education and Welfare and the U.S. Office of Education, will be discussed at the luncheon by Thomas B. McFadden, Vice President of NBC Owned Stations.

Each of the NBC Owned Stations, working with local educational organizations and school officials, broadcast special programs of particular interest to their communities. The subject matter of

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these programs ranged from "Paying for Schools" to "The Impact of Trailer Camps on Cook County (Ill.) Schools." Of general interest were such subjects as "Science and Survival in the U.S. and Russia" and a psychiatrist's discussions of students' emotional problems.

The various special events in the cities where "Know Your Schools" was publicized by the NBC Owned Stations won wide public acceptance. More than 5,000 persons attended an Education Day exhibit sponsored by Station WNBC of Hartford-New Britain, Conn. In Buffalo, N.Y., Station WBUF participated in the promotion of "open houses" in the public schools which attracted 55,000 visitors -- almost one for every student -- and Station KNBC, San Francisco, won widespread interest in a contest with listeners submitting suggestions for improving neighborhood schools. In Los Angeles, Station KRCA extended two of its educational series, "Pathways" and "Our Greatest Resources," beyond the six-week duration of the project.

The "Know Your Schools" project is an outgrowth of the NBC Owned Stations' Impact Public Service policy, announced earlier this year, which periodically concentrates each station's community service efforts on a single project of civic importance. For the first time, the efforts of all these stations were coordinated on this intensive undertaking.

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NBC-New York, 12/10/57

NBC
MATINEE
THEATER

December 10, 1957

SARAH CHURCHILL TO STAR ON 'NBC MATINEE THEATER'
ONCE A MONTH FOR THE NEXT SIX MONTHS

Sarah Churchill has been signed to star on "NBC Matinee Theater" once a month for the next six months, it was announced by Albert McCleery, executive producer of the daytime dramatic series NBC-TV, Monday through Friday (3-4 p.m., EST, most programs in color). "I want to make sure this talented actress stays in this country for a while," McCleery commented.

First role in the new sequence of appearances for the daughter of the former British Prime Minister will be the lead in the colorcast of "No Time For Comedy" Tuesday, Dec. 17.

This new agreement with McCleery provides another chapter in their long time professional relationship. They first teamed up in 1953 on the "Hallmark Hall of Fame" and have worked together on 50 programs since then. Since McCleery created "NBC Matinee Theater" in 1955 Miss Churchill has

(more)

appeared 11 times on this series. Her vehicles have included the prize-winning plays "The Old Maid," "Susan and God" and "Skylark"; the fantasy "Gramercy Ghost," the biblical "Story of Ruth" and the ancient Greek "Aesop and Rhodope." A high point of her "NBC Matinee Theater" appearances was the lead in "Savrola," an adaptation of the novel by her father, Sir Winston Churchill.

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NBC-New York, 12/10/57

CAST, CREDITS AND SCENES FOR 'TWELFTH NIGHT' COLORCAST
ON 'HALLMARK HALL OF FAME' SUNDAY, DEC. 15
(NBC-TV, 6:30-8 P.M., EST)

CAST

MAURICE EVANS.....MALVOLIO

ROSEMARY HARRIS.....VIOLA

DENNIS KING.....SIR TOBY BELCH

DENHOLM ELLIOTT.....SEBASTIAN

MAX ADRIAN.....SIR ANDREW AGUECHEEK

FRANCES HYLAND.....OLIVIA

HOWARD MORRIS.....FESTE

ALICE GHOSTLEY.....MARIA

LLOYD BOCHNER.....ORSINO

GREGORY MORTON.....ANTONIO

JAMES HARWOOD.....VALENTINE

WILLIAM COTTRELL.....THE CAPTAIN

GEORGE TURNER.....THE PRIEST

RICHARD BUCK.....THE FIRST OFFICER

DANCERS.....Eleanor Boleyn, Gloria Stevens, Tao Strong, Janet Gaylord, Stuart Hodes, Charles Saint Amant, Jerry Freis, Robert Paige, Loren Hightower, Arthur Pollick, Marc Scott and Charles Bolender.

SPONSOR.....HALLMARK CARDS, INC.

ADVERTISING AGENCY.....FOOTE, CONE AND BELDING

(more)

PRODUCTION STAFF

DAVID GREENE	DIRECTOR
ROBERT HARTUNG	PRODUCER
MILDRED FREED ALBERG	EXECUTIVE PRODUCER
WARREN BURMEISTER	UNIT MANAGER
SYBIL TRUBIN	CASTING DIRECTOR
ROUBEN TER-ARUTUNIAN	PRODUCTION DESIGNER (sets and costumes)
LEHMAN ENGEL	COMPOSER, ADAPTER, CONDUCTOR
JOHN BUTLER	CHOREOGRAPHER
ROBERT LONG	TECHNICAL DIRECTOR
WILLIAM KNIGHT	LIGHTING DIRECTOR
ADRIENNE LURASCHI	ASSOCIATE DIRECTOR
ORIGINATION	LIVE, FROM NBC BROOKLYN COLOR STUDIO
NBC PRESS REPRESENTATIVE	PRISCILLA T. CAMPBELL, NEW YORK

This is Shakespeare's "Twelfth Night" or "What You Will" adapted and conceived for television by William Nichols. His concept of the comedy is that of a dream as seen through the eyes of the clown, Feste. Thus the stylized and contrived artifice of the plot-line is removed to the realm of fantasy where it is not required to conform to the logic of a waking world. The identical twins, Sebastian and

(more)

Viola, arrive separately in a new land, each believing the other to have drowned. Viola masquerades as Sebastian, becomes a page in the service of Duke Orsini who sends her to woo by proxy the sorrowing Lady Olivia. The romantic complications that ensue are set in the house and grounds of a palace such as could exist only in a dream.

THE SCENE RUNDOWN

ACT ONE

1. Duke's antechamber.
2. Magic Park.
3. Olivia's quarters and the Gate area.
4. Ship in storm through Gobo.
5. Gate area.
6. Quay.
7. Magic Park.
8. Toby's quarters.
9. Duke's hunting pavilion.
10. Olivia's quarters and gate.
11. Bridge over stream.
12. Magic park.

ACT TWO

1. Magic Park
2. Quay.
3. Magic Park.
4. Toby's quarters.

(more)

5. Duke's hunting pavilion.
6. Bridge and Stream; Duke's hunting pavilion and balloon.
7. Bridge and stream.
8. Magic park.
9. Area between park and large pavilion.
10. Pavilion area.
11. Swing area of Magic Park.

ACT THREE

1. Magic Park.
2. Pavilion area.
3. Mask and cage area.
4. Olivia's quarters.
5. Montage of bridge and stream.
6. Pavilion area.
7. Duke's Antechamber.

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NBC-New York, 12/10/57

. Tudor's inaugural pavilion.

. Bridge and Conway Tudor's inaugural pavilion and balloon.

. Bridge and Lorenzo.

. Magic cone.

. Free balloon park and large pavilion.

. Pavilion area.

. Dancing area of Magic Tent.

[illegible]

. Magic tent.

. Pavilion area.

. Park and stage area.

. Children's pavilion.

. Montage of bridge and balloon.

. Pavilion area.

. Tudor's [illegible].

Rochester, New York 14620

NBC COLOR TELEVISION NEWS

ONE CAST CHANGE LEADS TO ANOTHER IN 'TWELFTH NIGHT' ON 'HALL OF FAME' WHEN 'LOOK-ALIKES' ARE ESSENTIAL TO PORTRAY TWIN ROLES; PARTS GO TO ROSEMARY HARRIS AND DENHOLM ELLIOTT

Denholm Elliott, who looks enough like Rosemary Harris to be her brother, has replaced Dick Davalos for that very reason as Sebastian in "Twelfth Night," HALLMARK HALL OF FAME colorcast Sunday, Dec. 15 (NBC-TV, 6:30 p.m., EST).

This is what happened: Piper Laurie and Dick Davalos were rehearsing as the identical twins, Viola and Sebastian. When Miss Laurie withdrew from the cast on Sunday (Dec. 8), she was replaced by Miss Harris, who had been rehearsing as Olivia.

But Miss Harris and Mr. Davalos look so utterly different that they could not portray identical twins.

Maurice Evans, who heads the "Twelfth Night" cast as Malvolio, recalled that Mr. Elliott, who is appearing on Broadway in "Monique," has the same type of features as Miss Harris and that he had been an excellent Warwick in the "Hallmark Hall of Fame" colorcast of "The Lark" last February.

Regarding Mr. Davalos, Mildred Freed Alberg, executive producer of "Hallmark Hall of Fame," said: "He is a very fine actor who is out of the cast through no fault of his own. He is simply the victim of events."

Frances Hyland has replaced Miss Harris as Olivia.

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NBC-New York, 12/10/57

NBC news

TELECAST OF 'CHRISTMAS EVE WITH THE DAVE GARROWAYS' TO ORIGINATE IN HOME OF 'TODAY' STAR

CHRISTMAS EVE WITH THE DAVE GARROWAYS, a special half-hour program to be telecast by NBC-TV Tuesday, Dec. 24 (10-10:30 p.m., EST) will originate live in the New York home of Dave Garroway, star of the network's "Today."

Dave and his wife Pamela will be hosts of the program, which will have an informal night-before-Christmas theme. Pamela's son Mike and Dave's daughter Paris are expected to be on the program. Friends of the Garroways also will visit.

The program will be produced and directed by Jac Hein, who also produces "Today." "During the half-hour," said Hein, "we will try to capture the spirit that prevails on Christmas Eve in homes around the nation -- the sacredness of the occasion, the joy embodied in the Christmas tree and presents, and the happiness of a family together on this night."

The locale of the program is a six-story brownstone house in Mid-Manhattan which Dave purchased earlier this year.

("Christmas Eve with the Dave Garroways" will pre-empt "The Californians," which is regularly telecast Tuesdays at 10 p.m., EST.)

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NBC-New York, 12/10/57

NBC-TV NEWS

WINTRY WINDS DOTH BLOW AND 'ARLENE FRANCIS SHOW' WILL COME FROM SILVER SPRINGS, FLA., FOR TWO WEEKS

Let the Wintry winds blow! NBC-TV's ARLENE FRANCIS SHOW (Monday through Friday, 10 a.m., EST) will travel to Florida's Silver Springs to do the show during the weeks of Jan. 6 and Jan. 13.

The move to the milder clime will be made by all the regulars on the show -- Hugh Downs, Earl Wrightson, Norman Paris and the Trio. She has chosen the latter, much to the delight of her staff.

Silver Springs, from which the ten shows will originate is famous for its glass bottom boats, exhibits of antique cars and carriages, Tommy Bartlett's Tame Deer Ranch, a reptile farm and a typcial Seminole village. The resort has been the location site for the underwater sequences of numerous motion pictures including "Underwater," "Jupiter's Darling," "The Yearling," and "Revenge of the Creature."

Many national firms have used the natural beauty of the setting for staging their television commercials and the major newsreel companies have covered the Silver Springs underwater events -- including fashion shows, boxing matches and picnics.

This will be the first time a five-day-a-week variety show on a major network has originated from Silver Springs.

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NBC-New York, 12/10/57

ROBERT HOOVER, FILM EDITOR OF 'FATHER KNOWS BEST,' HONORED BY AMERICAN CINEMA EDITORS FOR WORK ON A RECENT EPISODE

Robert Hoover, film editor of NBC-TV's FATHER KNOWS BEST (Wednesdays, 8:30 p.m., EST), was presented with a gold trophy by the American Cinema Editors for his work on a recent episode, "Bud, the Executive."

The award, made at Romanoff's in Beverly Hills, Calif., before an audience of hundreds of TV and motion picture notables, was one of four given for outstanding TV production work. There are also four awards for motion picture contributions. Hoover's award cited excellence in the TV category for "single episode: comedy."

"Father Knows Best," winner of numerous awards, stars Robert Young and Jane Wyatt. Billy Gray portrays Bud on the weekly series, a Rodney-Young Production.

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BOB CUMMINGS TO EMCEE HOLLYWOOD WOMEN'S PRESS CLUB AWARDS

Bob Cummings, star and director of NBC-TV's THE BOB CUMMINGS SHOW (Tuesdays, 9:30 p.m., EST) has accepted the invitation of the Hollywood Women's Press Club to emcee their annual Golden Apple Award Christmas luncheon, Tuesday, Dec. 17. The meeting will be held at the Beverly Hills (Calif) Hotel.

Each year, trophies are given to the stars judged most cooperative with the press. This year Jayne Mansfield and Kim Novak have been nominated. Nat King Cole and Glenn Ford are candidates on the male side. Ford won the coveted award in 1948.

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NBC-New York, 12/10/57

ROBERT HOWARD, FILM EDITOR OF 'FATHER KNOWS BEST' HONORED BY MICHIGAN CINEMA SOCIETY FOR WORK ON A RECENT episode

Robert Howard, film editor of NBC-TV's FATHER KNOWS BEST Wednesday, 8:30 p.m., ET), was presented with a gold trophy by the American Cinema Editors for his work on a recent episode, "Kim, the Executive."

The award, made in Hollywood's in Beverly Hills, Calif., before an audience of hundreds of TV and motion picture notables, was one of four given for outstanding TV production work. There are also four awards for radio-TV station editorships. Kennedy's award cited especially in the TV category for "single episode: comedy."

"Father Knows Best," winner of numerous awards, stars Robert Young and Jane Wyatt. Billy Gray portrays Kim on the weekly series, a Screen-Gems production.

ZOO CONTINUES TO DRAW VALLEYMEN; WOMEN'S PRESS CLUB AWARDS

Zoo Counting, tiff and dressers of NBC-TV's THE LOS CONTINOS SHOW (Tuesday, 7:30 p.m., MST) has accepted the invitation of the Hollywood Women's Press Club to emcee their annual Golden Apple Award luncheon, January 3rd, 1?. The meeting will be held at the Century Plaza (Calif) Hotel.

Each year, trophies are given to the stars judged most cooperative with the press. This year James Whitmore and Kim Novak have been nominated. Mel Ferrer Dick and Glynnis Johns are candidates on the male side. Fred Astaire the coveted award in 1?.

JACK TRACY
ROOM 320

2 COPIES X-H

NBC

NBC TRADE NEWS

Attention, Sports Editors

NBC-TV AND RADIO TO COVER EAST-WEST SHRINE GAME
AS PART OF FOOTBALL DOUBLE-HEADER DEC. 28

Football stars from all sections of the country will participate in the 33rd annual East-West Shrine Game in San Francisco's Kezar Stadium Saturday, Dec. 28 (4:45 p.m., EST), to be covered by NBC-TV and NBC Radio.

This will be the third consecutive year that the East-West Game has been presented on NBC. It is one of NBC's two gridiron attractions on Dec. 28, being preceded at 1:45 p.m., EST by another intersectional all-star contest, the Blue-Gray Game at Montgomery, Ala.

All-America and all-conference selections are always numerous in the East-West Game. Among the All-Americans on this year's East team are halfbacks Walt Kowalczyk of Michigan State and Jim Pace of Michigan, tackles Alex Karras of Iowa and Lou Michaels of Kentucky and ends Jim Phillips of Auburn and Jim Gibbons of Iowa. The West stars include Colorado halfback Bob Stransky, the nation's second leading rusher; Utah halfback Stuart Vaughan, the top pass receiver in the country, and two All-Southwest Conference backs, Jim Shofner of Texas Christian and Gerald Nesbitt of Arkansas.

(more)

Since the start of the East-West series at the end of the 1925 football season, the West has won 15 games, the East 13 and there have been four ties. The West gained a 7-6 victory last year.

The East-West Game is a special charity effort of the Masonic Shrine, with proceeds going to the Shriners Hospital for Crippled Children in San Francisco.

Sponsors of NBC's television and radio coverage of the East-West game follow (with their agencies also listed): On television, the R.J. Reynolds Tobacco Company (William Esty Company, Inc.) has one-quarter sponsorship; the Esso Standard Oil Company (McCann-Erickson, Inc.) has one-half sponsorship in the East; the Los Angeles Soap Company (Erwin Wasey, Ruthrauff and Ryan, Inc.) has one-half sponsorship in the West. On radio, Esso has full sponsorship in the East.

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NBC-New York, 12/11/57

JACK PAAR AND HIS 'TONIGHT' ENTOURAGE TO ORIGINATE WEEK OF TELECASTS FROM MIAMI BEACH JAN. 13-17

Making its first out-of-town origination with star Jack Paar, NBC-TV's TONIGHT, will be telecast from Miami Beach, Fla., during the week of Jan. 13-17 (Monday through Friday, 11:15 p.m.-1 a.m., EST).

Along with Paar, regulars Jose Melis, Dody Goodman and Hugh Downs will make the trip from New York to Florida's Gold Coast, where five nights of shows will come from the brand new Carillon Hotel (which has its official opening Dec. 21).

Billed as Miami Beach's largest, the Carillon, located at 68th St. and Collins Ave., has been named "This Year's Hotel" in the famed resort city.

For additional talent for "Tonight's" nightly telecasts, show personnel will scout the nightclubs and hotels in the area, where top names in showbusiness will be playing throughout the season.

The Miami Beach origination of "Tonight" will utilize the facilities of WCKT, NBC-TV's affiliated station in that area.

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CORRECTION, PLEASE

'SENTENCED' TO WONDERFUL CLIMATE

In the Dec. 10 Daily News Report story concerning ARLENE FRANCIS SHOW telecasts from Silver Springs, Fla., the weeks of Jan. 6 and 13, an extraneous sentence was used inadvertently at the end of the second paragraph: "She has chosen the latter, much to the delight of her staff." In correct context, the sentence would have been applied to Arlene's decision for the Southern trip -- not to names of performers.

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NBC-New York, 12/11/57

[illegible] TO [illegible] ANNOUNCE TO [illegible]

[illegible] Jan. 19-?

[illegible] (a [illegible] 001-00-[illegible]) [illegible] with also [illegible] [illegible] TODAY, will be [illegible] [illegible] [illegible], [illegible] [illegible] [illegible] of [illegible] 19-? [illegible] THIS DAY, [illegible] [illegible] [illegible].

Also also [illegible], [illegible] [illegible], [illegible] [illegible] [illegible] will [illegible] [illegible] [illegible]

F. WILLIAM DURKEE JR. SIGNED TO WRITE "ALI BABA" ADAPTATION FOR FULL-HOUR TELEFILM ON "SHIRLEY TEMPLE'S STORYBOOK"

F. William Durkee Jr. will write the television adaptation of the Arabian Nights' classic "Ali Baba," one of the full-hour telefilms in the upcoming NBC-TV SHIRLEY TEMPLE'S STORYBOOK series. The premiere of the series is scheduled for Sunday, Jan. 12 (8 p.m., EST) when "Beauty and the Beast" will be colorcast.

Durkee, who was signed for his task by producer Alvin Cooperman of Henry Jaffe Enterprises -- producing the films in association with Screen Gems, Inc. -- recently completed the adaptation of "Rapunzel" by the Brothers Grimm.

"Rapunzel" is another of the 16 presentations in the series -- the first three of which will be live, the latter 13 to be filmed. Except for the first filmed presentation, "The Nightingale" (which will be telecast Wednesday, March 5), dates for the remaining filmed stories have not been announced.

The Jan. 12 premiere will be in color; the remainder of the "Shirley Temple's Storybook" series will be in black and white only.

NBC-New York, 12/11/57

NBC TRADE NEWS

Attention, Sports Editors

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NBC-New York, 12/11/57

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NBC-New York, 12/11/57

JACK FRAY AND HIS 'MACHINE' SPONSORED BY MINISTRY

Dept of Mechanics, Ohio State Univ. Jan. 15-17

Having its first air-flying demonstration with very good results, Jack Fray's machine, will be flown again soon, viz., during the week of Jan. 15-17 (Monday evening, Tuesday, Wed.) p.m., a.m., etc.

Along with Fray, Professor John Hardy, Dept of Mechanics and Engineering will make the test. For new Ohio to Electricals (Hold Wash.) meeting in Dayton or above will come from any Bound Ohio Coalition Board (which is additional meeting Jan. 21).

Editor in Chief Wendy Lingman, the Coalition, Inserted at COMM and Coalition Div., has been asked "Jack Fray's Debut" in the Insert at city.

Any additional Fraud for "Hardy's" activity [illegible]. Even Fraud will show the publications are invited to the party, while the [illegible] to Observatories will be playing throughout the Lounge.

The Ohio Lounge coordination of "Fraud" will outline the activities of Wendy, Jack-Fray's activities planned in that area.

Section, Frame

Conference of Engineering Alumni

In the Ear, in Jerry Dear Tuesday Jerry Conference Alumni [illegible] Wednesday from Bishop Spalding, Ill., the Dean of Eng. [illegible], a [illegible] Conference was held Wednesday at the Ind. [illegible] Conference: "Jack has shown the Indian, Jack is the Indian's [illegible]." In present control, the Conference Wendy Lane [illegible] Indian's decision for the Indian Eng. [illegible] Dean of [illegible].

F. WILLIAM DURKEE JR. SIGNED TO WRITE "ALI BABA" ADAPTATION FOR FULL-HOUR TELEFILM ON "SHIRLEY TEMPLE'S STORYBOOK"

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NBC-New York, 12/11/57

JACK TRACY
ROOM 320

TRADE NEWS

2 COPIES X-H

December 12, 1957

BRISTOL-MYERS AND CARTER PRODUCTS SIGN AS FIRST SPONSORS OF SATURDAY PRO BASKETBALL TELECASTS

The Bristol-Myers Company and Carter Products, Inc. have signed as the first sponsors of NBC-TV's 1957-58 telecasts of Saturday afternoon professional basketball games, it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the Nationsl Broadcasting Company.

This will be the second successive year that the two advertisers have sponsored the National Basketball Association games, which NBC-TV has telecast since 1954.

The 15-game schedule starts Saturday, Dec. 14 and will run through March 29 -- except for Dec. 28, when two football contests will be televised. Bristol-Myers, for its Vitalis, will sponsor one-quarter of the first two basketball games (Dec. 14 and Dec. 21) and one-quarter of the games on alternate weeks starting Jan. 4, for a total of nine programs. Carter Products, for its Rise Instant Shave, will sponsor one-quarter of the Feb. 8, March 8 and March 22 telecasts.

Doherty, Clifford, Steers and Shenfield Inc. is the agency for Bristol-Myers. Sullivan, Stauffer, Colwell and Bayles Inc., represents Carter Products.

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CREDITS FOR 1957-58 PROFESSIONAL BASKETBALL 'GAME OF THE WEEK' SERIES ON NBC-TV

TIME: Saturdays starting Dec. 14 and continuing through March 29, 2 p.m., EST to conclusion (approximately 4 p.m., EST). (There will be no basketball telecast Dec. 28.)

PROGRAM COVERAGE: Telecasts of 15 National Basketball Association games, including three playoff contests. There will be two games originating in St. Louis, Boston, New York and Philadelphia, and one game each from Detroit, Cincinnati, Minneapolis and Syracuse.

COMMENTATORS: Lindsey Nelson, Curt Gowdy and Chick Hearn.

PRODUCER: Perry Smith

DIRECTOR: Harry Coyle

SPONSORS: Bristol-Myers Company, one-quarter sponsorship of nine telecasts -- on Dec. 14 and Dec. 21 alternate weeks thereafter.

Carter Products, Inc., one-quarter sponsorship of Feb. 8, March 8 and March 22 telecasts.

AGENCIES: Doherty, Clifford, Steers & Shenfield, Inc. (for Bristol-Myers); Sullivan, Stauffer, Colwell & Bayles, Inc. (for Carter).

NBC PRESS REPRESENTATIVE: Bob Goldwater (New York).

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NBC-New York, 12/12/57

NBC COLOR TELEVISION NEWS

NBC COLOR TELECAST SCHEDULE
January, 1958 (All Times EST)

Wednesday, Jan. 1

11:45-1:45 p.m. -- 69TH TOURNAMENT OF ROSES PARADE -- Jimmy Wallington is announcer.

9-10 p.m. -- KRAFT TELEVISION THEATRE -- "The Battle for Wednesday Night" -- Starring Jack Oakie, Rudy Vallee, Virginia Gibson and Earl Holliman.

Thursday and Friday, Jan. 2 and 3

1:30-2:15 p.m. -- HOWARD MILLER SHOW.

3-4 p.m. -- NBC MATINEE THEATER.

Thursday, Jan. 2

7:30-8 p.m. -- TIC TAC DOUGH -- With emcee Jay Jackson.

10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY.

Saturday, Jan. 4

8-9 p.m. -- THE PERRY COMO SHOW -- with guests Ed Wynn, Peggy Lee and the Four Lads.

10:30-11 p.m. -- YOUR HIT PARADE -- With Jill Corey, Virginia Gibson, Tommy Leonetti and Alan Copeland.

Sunday, Jan. 5

7-7:30 p.m. -- MY FRIEND FLICKA.

8-9 p.m. -- THE STEVE ALLEN SHOW -- Guests are Xavier Cugat and Abbe Lane, and Johnny Haymer.

(more)

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

Sunday, Jan. 5 (Cont'd)

9-10 p.m. -- THE CHEVY SHOW.

Monday through Friday, Jan. 6-10

1:30-2:30 p.m. -- HOWARD MILLER SHOW.

3-4 p.m. -- NBC MATINEE THEATER.

Monday, Jan. 6

7:30-8 p.m. -- THE PRICE IS RIGHT -- With emcee Bill Cullen.

Tuesday, Jan. 7

8-9 p.m. -- FISHER-GOBEL.

Wednesday, Jan. 8

9-10 p.m. -- KRAFT TELEVISION THEATRE -- "The Velvet Trap" -- Starring Thomas Mitchell, Peggy Ann Garner, William Shatner and Russell Collins.

Thursday, Jan. 9

7:30-8 p.m. -- TIC TAC DOUGH.

10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY.

Saturday, Jan. 11

8-9 p.m. -- THE PERRY COMO SHOW -- Guests are Ginger Rogers, Pearl Bailey and Jack Carter.

10:30-11 p.m. -- YOUR HIT PARADE.

Sunday, Jan. 12

7-7:30 p.m. -- MY FRIEND FLICKA.

8-9 p.m. -- BEAUTY AND THE BEAST on SHIRLEY TEMPLE'S STORYBOOK -- Starring Charlton Heston, Claire Bloom and E.G. Marshall.

9-10 p.m. -- THE DINAH SHORE CHEVY SHOW.

(more)

3 - NBC Color Telecast Schedule for January, 1958

Monday through Friday, Jan. 13-17

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW.

3-4 p.m. -- NBC MATINEE THEATER.

Monday, Jan. 13

7:30-8 p.m. -- THE PRICE IS RIGHT.

Tuesday, Jan. 14

8-9 p.m. -- OMNIBUS -- With Alistair Cooke as host. (NOTE: Day and time change on this date only. Program resumes its alternate Sunday black-and-white telecasts on Jan. 26.)

Wednesday, Jan. 15

9-10 p.m. -- KRAFT TELEVISION THEATRE -- "Code of the Corner" by Jack Klugman.

Thursday, Jan. 16

7:30-8 p.m. -- TIC TAC DOUGH.

10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY.

Saturday, Jan. 18

8-9 p.m. -- THE PERRY COMO SHOW.

10:30-11 p.m. -- YOUR HIT PARADE.

Sunday, Jan. 19

7-7:30 p.m. -- MY FRIEND FLICKA.

9-10 p.m. -- DINAH SHORE CHEVY SHOW.

Monday through Friday, Jan. 20-24

1:30-2:30 p.m. -- HOWARD MILLER SHOW.

3-4 p.m. -- NBC MATINEE THEATER.

Monday, Jan. 20

7:30-8 p.m. -- THE PRICE IS RIGHT.

Tuesday, Jan. 21

8-9 p.m. -- FISHER-GOBEL

Wednesday, Jan. 22

9-10 p.m. -- KRAFT TELEVISION THEATRE -- "Eddie," by Sam Dann and starring Pat O'Brien, Fay Wray, Cathleen Nesbitt and Rip Torn.

Thursday, Jan. 23

7:30-8 p.m. -- TIC TAC DOUGH.

10-11 p.m. -- MARCH OF MEDICINE -- "MD International."

Saturday, Jan. 25

8-9 p.m. -- THE PERRY COMO SHOW.

10:30-11 p.m. -- YOUR HIT PARADE.

Sunday, Jan. 26

7-7:30 p.m. -- MY FRIEND FLICKA.

8-9 p.m. -- STEVE ALLEN SHOW -- Guests are Jimmy Dean and Victor McLaglen.

9-10 p.m. -- THE DINAH SHORE CHEVY SHOW.

Monday thru Friday, Jan. 27-31

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW.

3-4 p.m. -- NBC MATINEE THEATER.

Monday, Jan. 27

7:30-8 p.m. -- THE PRICE IS RIGHT.

Tuesday, Jan. 28

8-9 p.m. -- GOBEL-FISHER.

Wednesday, Jan. 29

9-10 p.m. -- KRAFT TELEVISION THEATRE.

Thursday, Jan. 30

7:30-8 p.m. -- TIC TAC DOUGH.

10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY.

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NBC-New York, 12/12/57

Saturday, Jan. 25

Seal Pub. -- Short Stabilizing Climbers -- "Mabel," by Sam Shaw and Matching Tad Crawford, Fay Inch, Charlene Gessell and Jay Thom.

Sunday, Jan. 26

7:00-8 p.m. -- Pic the Pros Bowl.

7:30-9 p.m. -- Wings of Fashion -- "We Interrupt."

Monday, Jan. 27

8-9 p.m. -- The Betty Cook Show.

10-11 p.m. -- Tom Jones.

Tuesday, Jan. 28

7-7:30 p.m. -- Dr Dolittle Show.

8-9 p.m. -- Star Bible Jim -- Sheets and Jimmy Thom and Wilson Whedbee.

9-10 p.m. -- The Final Game Lucky Money.

Tuesday Jan. Feb. 1, 2, 3-4

7:30-8:30 p.m. -- The Bowie Kuhn Show.

8-9 p.m. -- The Wrestling Program.

Wed. Jan. 29

7:30-8 p.m. -- The Price is Right.

Thursday, Jan. 30

8-9 p.m. -- Dean Martin.

Friday, Jan. 31

9:30-10 p.m. -- The Tim Conway.

10:30-11:30 p.m. -- The Sue Ann Langdon Showcase Country.

NBC-TV NEWS

TOTAL OF 207,390 PHOTOS SUBMITTED IN 'HOWDY DOODY' CONTEST TO FIND 'THE KID WITH THE MOST WINNING SMILE IN AMERICA'

On Nov. 2, NBC-TV's HOWDY DOODY announced the opening of a giant contest to find the child in the United States who had the most winning smile. The contest was to be held in conjunction with the 10th anniversary of the "Howdy Doody" telecasts on Saturday, Dec. 28.

Now the "Howdy Doody Smile Contest" is closed. A total of 207,390 photographs has been received by Howdy Doody as entries in the contest.

Visitors to the office of producer Roger Muir see photographs piled up in all available space. Both color and black and white pictures have been received...from snapshots to giant blowups.

Parents have sent in pictures of their offspring in many varied poses (including some 1,500 "nude on bear rug" pictures) have been received.

The pictures are now in the hands of the judges, made up of members of the National Press Photographers Association.

From the lot will be picked 10 finalists who will appear on the "Howdy Doody" anniversary show on Dec. 28. Aside from all-expense paid trips to New York for themselves and their parents, the ten finalists will each receive a $1,000 savings bond, a set of the Encyclopedia Britannica Junior, and an electrically driven miniature truck.

The winner of the title "The Kid With the Most Winning Smile in America" will be picked from this group at a later date.

"Howdy Doody" is telecast every Saturday at 10 a.m., EST over the NBC television network.

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NBC-New York, 12/12/57

Attention, Sports Editors

SPORTSCASTERS NAMED FOR 5 POST-SEASON GRID GAMES ON NBC

Sportscasters for NBC's coverage of five post-season collegiate football games were announced today by NBC Sports Director Tom S. Gallery.

The roster is headed by Lindsey Nelson, who will be the play-by-play gridcaster for three contests. His partner at two games will be Red Grange, with whom he teamed for NBC-TV's national "Game of the Week" series this season for the third consecutive year.

The list of assignments follows (play-by-play announcer is first in each pairing, followed by commentator:

Blue-Gray Game, Saturday, Dec. 28 at 1:45 p.m., EST -- Bob Neal and Leroy Paul on TV, Earl Gillespie and Art Gleeson on radio.

East-West Shrine Game, Saturday, Dec. 28 at 4:45 p.m., EST -- Lindsey Nelson and Braven Dyer on TV, Chick Hearn and Lee Giroux on radio.

Sugar Bowl Game, Wednesday, Jan. 1 at 1:45 p.m., EST -- Lindsey Nelson and Red Grange on TV, Jerry Doggett and Ray Scott on radio.

Rose Bowl Game, Wednesday, Jan. 1 at 4:45 p.m., EST -- Mel Allen and Chick Hearn on TV, Al Helfer and Braven Dyer on radio.

Senior Bowl Game, Saturday, Jan. 11 at 3 p.m., EST -- Lindsey Nelson and Red Grange on TV.

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This will be the seventh straight year that Allen has been NBC-TV's Rose Bowl gridcaster. Helfer and Dyer also have been reporting the classic since 1952.

Sportscasters for NBC's coverage of two post-season professional games will be announced later. These two are the National Football League Championship clash, scheduled for Sunday, Dec. 29 (on TV and radio, time to be announced), and the Pro Bowl Game on Sunday, Jan. 12 (on TV, 3:45 p.m., EST).

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NBC-New York, 12/12/57

VICE PRESIDENT NIXON TO DISCUSS LAW-MAKING UNDER CONSTITUTIONAL GOVERNMENT DURING 'WIDE WIDE WORLD' TELECAST

Vice President Richard M. Nixon will participate in the telecast of "An Act of Law," the story of American justice and law enforcement, on WIDE WIDE WORLD Sunday, Dec. 22 (NBC-TV, 4-5:30 p.m., EST).

The Vice President, who also serves as presiding officer of the Senate, will appear on the program during a remote live telecast from inside the Capitol in Washington. He will discuss the making of law by legislation under a constitutional government.

The program's live cameras also will visit the nation's crime-detection centers, courts and prisons to explore the problems of criminal investigation, legal prosecution and the custody and parole of prisoners.

Besides Mr. Nixon, other officials who will appear on the program include William P. Rogers, U.S. attorney general; James Bennett, director of the Federal Bureau of Prisons; George Reed, chairman of the Federal Parole Board; and True Morse, assistant secretary of Agriculture.

"Wide Wide World" is sponsored by General Motors and supervised by executive producer Barry Wood. "An Act of Law" will be produced by Ted Rogers.

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NBC-New York, 12/12/57

NBC COLOR TELEVISION NEWS

December 12, 1957

HARRY TUGEND NAMED PRODUCER FOR NBC-TV COLORCASTS OF 'GEORGE GOBEL SHOW STARRING GOBEL WITH EDDIE FISHER'

Harry Tugend, producer of the Bob Hope-Bing Crosby "The Road to Bali" movie and for six years a writer for comedian Fred Allen, has been named to produce NBC-TV's THE GEORGE GOBEL SHOW STARRING GEORGE GOBEL WITH EDDIE FISHER (alternate Tuesdays, 8 p.m., EST, in color and black and white).

Tugend, who has been in showbusiness since the mid-1920s, replaces Alan Handley for the balance of the season, beginning with the show of Tuesday, Dec. 31.

A native of Brooklyn, Tugend served as a writer for the Washington Square Players in New York City when that group boasted members such as Fred Allen and Fanny Brice. He wrote several plays for little theatre groups in New York and later contributed material for the "Ziegfeld Follies." In the 1930s Tugend moved to California to write for Fred Allen's radio show. He remained on Allen's staff for six years, until he was signed as a writer by Twentieth Century-Fox. During his four and a half years with Fox he was credited with

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several hits, including the script for Shirley Temple's picture "The Littlest Rebel."

In 1944 Tugend joined Paramount Pictures as a writer, and was promoted shortly to the status of producer-writer. He produced "Golden Earring" starring Marlene Dietrich, "The Road to Bali" and Bob Hope's film "Off Limits," among others. Since 1943, he has been free-lancing. In 1956 he produced Red Skelton's "Public Pigeon No. 1" for RKO Pictures.

Tugend is married to the former Jean Barkow. They have two sons -- Fred Allen Tugend (named after the comedian) and James Edward Tugend -- both in their twenties.

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NBC-New York, 12/12/57

JACK TRACY
ROOM 320

NBC TRADE NEWS

2 COPIES X-H

December 13, 1957

BRISTOL-MYERS BECOMES LARGEST DRUG ADVERTISER ON NBC RADIO NETWORK WITH AROUND-CLOCK, FULL-YEAR SCHEDULE FOR TRUSHAY HAND LOTION

A massive around-the-clock purchase, its most aggressive radio campaign in years, has made Bristol-Myers the largest drug advertiser on the NBC Radio Network, it was announced today by Matthew J. Culligan, Vice President of the NBC Radio Network.

The campaign, which will be launched Jan. 6, is for Trushay hand lotion. It includes 460 one-minute announcements and 459 thirty-second announcements, which will be heard on the network every day of the coming year.

In making the announcement, Mr. Culligan pointed out that the blockbuster impact of the Trushay campaign will result in more than 25,000,000 listener impressions each week.

The advertising strategy behind the campaign was explained by Donald S. Frost, Director of Advertising of Bristol-Myers Products Division.

"We are using radio to get the advantages of the economical saturation frequency of the medium," Mr. Frost said, "and to make use

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of its flexibility. We can vary the number of commercials per week, constantly gearing our advertising pressure to our selling requirements. Thus, our network radio campaign will always be up-to-the-minute, regardless of what changes might occur in the marketing situation."

The commercials will be heard on the following programs: "NBC Bandstand," "Five Star Matinee," "Pepper Young's Family," "Woman in My House," "True Confessions" and "Monitor."

Batten, Barton, Durstine & Osborn, Inc., represents Bristol-Myers for Trushay.

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NBC-New York, 12/13/57

NBC SPOT SALES

News

QUALITY OF NIGHTTIME RADIO AUDIENCE IS EQUAL TO THAT OF MORNING RADIO AUDIENCE, ACCORDING TO SPECIAL PULSE SURVEY MADE FOR NBC SPOT SALES

The quality of nighttime radio audiences is equal to that of morning radio audiences, according to George S. Dietrich, NBC Director of Radio Spot Sales, who announced today the findings of a pioneering research project in the field of nighttime radio.

Explaining the results of a special Pulse survey made for NBC Spot Sales, Mr. Dietrich said: "The 'inferiority' of the quality of the nighttime radio audience is now nothing more than an exploded myth. Sponsors who previously held off buying evening radio time can now plan their campaigns with the certainty that the nighttime audience consists of people of the same economic level, education and family status as daytime listeners."

The survey involved a total of 1,620 interviews in New York, Chicago and San Francisco. Its results show remarkable consistency between the quality of morning and nighttime radio audiences from market to market, even though these markets are widely separated.

A comparison of listeners to morning radio (6-9 a.m.) vs. listeners to nighttime radio (7-10 p.m.) shows the following characteristics: Socio-economic Level -- (upper), 25.4% vs. 26.0%, and

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very similar percentages in other classes; Automobile Ownership -- 77.4% vs. 75.3%; and Television Ownership -- 93.2% vs. 92.0%.

The age distribution of housewives is virtually identical in the morning and at night, according to the survey. For example, 30.6% are in the 25-34 age group during the morning, and 30% are in the same category at night.

In terms of education, the head of the household is almost on a par, morning and night, an analysis of the figures reveals. A total of 21.1% (morning) and 22.8% (night) have attended college. A high school education was acquired by 53.2% and 54.3% for morning and night, respectively.

The size of families is also very similar in both listening groups. There were four or more individuals in 39.1% of the families of the morning audience and in 40.3% of the families of evening listeners.

Commenting on the survey, Mr. Dietrich said, "Astute advertisers will find several advantages in utilizing the evening hours. The nighttime cost per thousand is as good if not better than that of any other time of day and the sponsor has a greater variety of programming from which to choose. It is now clearly evident that listeners to nighttime radio offer every potential available at other times during the day."

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NBC-New York, 12/13/57

NBC TELEVISION NEWS

December 13, 1957

BOB HOPE OFF ON ANOTHER YULE TRIP TO ENTERTAIN GIs AT DISTANT POINTS; BIG LIST OF TOPFLIGHT STARS ACCOMPANY HIM TO FAR EAST; PARTS OF SHOWS WILL BE FILMED FOR USE ON HIS FUTURE NBC TELECASTS

Bob (I'll-Go-Anywhere-in-the-World) Hope will depart from Hollywood Monday, Dec. 16, for his fourth consecutive Yuletide GI entertainment junket. This season the NBC comedian will make stops at Hawaii, Korea, the 7th Fleet, Okinawa and Japan.

Included in Hope's troupe will be Jayne Mansfield, Erin O'Brien, Jerry Colonna, Hedda Hopper, Arthur Duncan, Mickey Hargitay and Les Brown and his orchestra. Hope will film portions of the shows for later presentation on one of his future NBC-TV programs.

The first stop for the Hope contingent will be Bloch Arena, Pearl Harbor, Hawaii. From there the show will move to Okinawa, the 7th Fleet, the Ernie Pyle Theatre in Tokyo, Korea, and back to Hawaii, where Hope and his troupe will be the guests of General Lawrence Kuter, Commander of Pacific Air Forces (PACAF).

Hope began entertaining GIs on May 6, 1941, at March Field, Calif. Since then he has traveled more than three million miles to bring his special brand of laughter to outposts all over the world. Last Christmas Hope flew to Alaska. In 1955 he went to Iceland and prior to that appeared in Greenland and Labrador.

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KULDIP SINGH, YOUNG INDIAN SINGER WHO STARTED TO FAME ON GROUCHO MARX PROGRAM, IS ASSIGNED LEADING ROLE IN "SON OF ALADDIN" ON "SHIRLEY TEMPLE'S STORYBOOK"

Kuldip Singh, young Indian singer, will have the leading role of Abou Ali in "Son of Aladdin," a filmed fairy tale in the NBC-TV SHIRLEY TEMPLE'S STORYBOOK series (premiere presentation on Sunday, Jan. 12, 8 p.m., EST, in color and black and white).

Singh, who first came to national attention when he appeared on NBC-TV and Radio as a contestant on "Groucho Marx - You Bet Your Life" in September, 1956, became a professional singer when his efforts on the Marx show brought a great volume of mail and flattering critical comment. At that time, he was a medical student.

Also in the cast of the fairy tale, which is based on Noel Langley's book, "The Tale of the Land of Green Ginger," will be Jackie Albertson and Joey Faye. The two nightclub comedians will be seen in the roles of the wicked princes Tintac Tin Foo and Bubdub Ben Thud. Sue England will play the role of Silverbud, the true love whom Abou Ali seeks in the land of Samarkand.

The teleplay, which has been adapted for television by Langley will be directed by Robert Sinclair. Production was scheduled to start this week in Hollywood. Choreography and staging of the musical numbers will be by Eugene Loring. The program is being produced by Henry Jaffe Enterprises in association with Screen Gems, Inc. The first three productions in the series will be live and the remaining 13 will be on film. Shirley Temple will appear as hostess-narrator for the entire series and will take acting roles in three of the productions. The Jan. 12 premiere will be colorcast; remaining programs of the series will be in black and white only.

No presentation date for "The Son of Aladdin" has been announced yet.

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NBC-New York, 12/13/57

HISTORIC COURTROOM SCENE, WITH PRINCIPALS PARTICIPATING, WILL BE REENACTED IN LIVE 'WIDE WIDE WORLD' TELECAST FROM A FEDERAL COURT

A history-making courtroom scene will be reconstructed by the actual principals, witnesses and attorneys Sunday, Dec. 22, when WIDE WIDE WORLD originates a live telecast inside a Federal Court.

Approval of the telecast was granted by the American Bar Association's Committee on Professional Ethics and Grievances. The committee ruled that the reenactment would not come under its code of ethics prohibiting photography, broadcasts or telecasts of court proceedings.

The courtroom telecast will be part of "An Act of Law," the story of American justice, law enforcement and crime, on "Wide Wide World" (NBC-TV, 4-5:30 p.m., EST), which is sponsored by General Motors and supervised by executive producer Barry Wood. The program will be produced by Ted Rogers.

"Wide Wide World" will set up its cameras in the Federal District Court in Baltimore to re-create scenes in the legal actions taken by the United States when it sought injunctions against a group of Maryland farmers. The Department of Agriculture had requested

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the injunctions against the farmers, who had refused to permit agents to enter on their farms to measure their wheat crops as provided for in the Agricultural Act of 1938.

Charles Van Doren, "Wide Wide World's" roving reporter, will be in the courtroom to explain the proceedings and to inquire into the actions and motives of the 20 key persons involved in the legal action.

Officials participating in the telecast will include defending attorney Wilson K. Barnes, U.S. attorney George Cochran Doub (now assistant attorney general); Agriculture Department attorney Howard Rooney; and agricultural agent Elmer Ambrogne.

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NBC-New York, 12/13/57

TEXAS HOUSEWIFE WINS 'PARIS SHOWCASE' ON 'PRICE IS RIGHT'
HER GUESS IS CLOSEST OUT OF 2,500,000 CONTEST ENTRANTS

A Petersburg, Tex., housewife, by coming within one cent of its actual retail value, today won the "Paris Showcase" on NBC-TV's THE PRICE IS RIGHT, starring Bill Cullen.

Mrs. D.C. Corley, of Route 1, Petersburg, was just one cent under the $2,141.98 value of the showcase. Her bid, was the closest of over 2,500,000 received.

Top prize in the showcase is an all-expense-paid trip to Paris for two.

"The Price Is Right" is telecast Monday through Friday, (11 a.m., EST, in black and white) and colorcast Monday nights (7:30 p.m., EST).

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CORRECTION, PLEASE

The date of the NBC Owned Stations' "Know Your Schools" luncheon has been changed from Friday, Jan. 17, to Thursday, Jan. 16. At the luncheon, to be held at the Sheraton-Carlton Hotel in Washington, leaders in government, education and broadcasting will hear a report by Thomas B. McFadden, Vice President of NBC Owned Stations, on the accomplishments of the six-week "Know Your Schools" project.

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NBC-New York, 12/13/57

NBC COLOR TELEVISION NEWS

NBC COLOR TELECAST SCHEDULE
Dec. 22 - 28 (All Times EST)

Sunday, Dec. 22

2:30-4 p.m. -- "ASSIGNMENT: SOUTHEAST ASIA" -- PROJECT 20 -- A 90-minute film made in Southeast Asia with Pulitzer Prize-winning author James A. Michener as guide and narrator. (PLEASE NOTE: THIS IS AN ADDITION TO THE DECEMBER COLOR SCHEDULE).

8-9 p.m. -- THE STEVE ALLEN SHOW -- With Tony Perkins, Gertrude Berg, Mahalia Jackson, United Nations Choir, and George London.

9-10 p.m. -- THE DINAH SHORE CHEVY SHOW -- Guests are John Raitt, Roy Rogers, Dizzy Dean, Sons of the Pioneers, Romayne and Steele, Ted Reid and special guest Esther Williams.

Monday, Dec. 23

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW.

7:30-8 p.m. -- THE PRICE IS RIGHT -- Bill Cullen is emcee.

Tuesday, Dec. 24

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW.

3-4 p.m. -- NBC MATINEE THEATER -- "Sara Crew" -- With Brenda Forbes and Reba Waters.

8-9 p.m. -- THE FISHER-GOBEL SHOW -- Guests are Charles Laughton, Elaine Dunn and the Lennon Sisters.

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2 - NBC Color Telecast Schedule

Wednesday, Dec. 25

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW.

3-4 p.m. -- NBC MATINEE THEATER presents the eighth offering of the NBC Opera Company production of Gian Carlo Menotti's Christmas opera, "Amahl and the Night Visitors." Kirk Jordan sings Amahl and Rosemary Kuhlmann the mother. Andrew McKinley, Leon Lishner and David Aiken are the three kings, and Francis Monachino is the page. Herbert Grossman is conductor. John Conte is host.

9-10 p.m. -- KRAFT TELEVISION THEATRE -- "The Other Wise Man," by Henry Van Dyke, with Richard Kiley, Alexander Scourby, Robert Pastene, Dolores Vitina, Sally Chamberlain, Wolfe Barzell, Noel Leslie, Arthur Malet and Leon Stevens.

Thursday, Dec. 26

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW.

3-4 p.m. -- NBC MATINEE THEATER -- "The Little Minister," with Margaret O'Brien, Grant Williams and Henry Daniell.

7:30-8 p.m. -- TIC TAC DOUGH.

10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY -- Spring Byington is tonight's guest.

Friday, Dec. 27

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW.

3-4 p.m. -- NBC MATINEE THEATER -- "Fight the Whole World" -- with Dean Stockwell and Nancy Malone.

8-9 p.m. -- THE JERRY LEWIS SHOW -- With Sammy Davis Jr., Count Basie and his Orchestra, and Ronnie Deauville.

(more)

3 - NBC Color Telecast Schedule

Saturday, Dec. 28

8-9 p.m. -- THE PERRY COMO SHOW -- Perry's guests are Helen Traubel and Kay Thompson.

10:30-11 p.m. -- YOUR HIT PARADE -- With Jill Corey, Virginia Gibson, Tommy Leonetti and Alan Copeland.

PLEASE NOTE: NBC MATINEE THEATER (3-4 p.m.) will be telecast in black and white only on Jan. 13.

NBC-New York, 12/13/57

NBC news

December 13, 1957

MANY SPECIAL CHRISTMAS PROGRAMS
ON NBC-TV DURING HOLIDAY SEASON

Serving forth its annual holiday fare, NBC will offer coverage of Midnight Mass from St. Patrick's Cathedral in New York City, a devotional service in Washington Cathedral in the nation's capital, and a new production of Gian Carlo Menotti's "Amahl and the Night Visitors" as features of its Christmas schedule.

A concert by Fred Waring and the Pennsylvanians, with the famous glee club and soloists, and "Christmas Eve with the Dave Garroways," a program from their New York brownstone home, will be among the other seasonal observances. As host of NBC-TV's "Today," Garroway will relate the Christmas story in five installments, illustrating his narration with reproductions of famous paintings and music from many parts of the world.

Henry Van Dyke's Christmas story, "The Other Wise Man," has been adapted for presentation on "Kraft Television Theatre," in color, and a repeat showing of last year's holiday play, "Three and Two, Please," based on actual incidents in the life of a hospital nun, will be "The Loretta Young Show" bill. Perry Como will be host

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to Kukla and Ollie and the Marquis Chimps, and Arlene Francis' guests will include Bil and Cora Baird and their puppets. Here are details of these and other NBC-TV Christmas programs: (All times EST)

SATURDAY, DEC. 21

8-9 P.M. (COLORCAST) PERRY COMO SHOW -- The singing McGuire Sisters, Kukla and Ollie, and the Marquis Chimps will be featured on Como's holiday show. Como and the ensemble will open the program with "Home for the Holidays." Como's songs will include "Jingle Bells," "Santa Claus Is Coming to Town," "Happy Holiday" and "Ave Maria." The chorus will sing "Here Comes Santa Claus" and "The Sleigh." The Mitchell Ayres Orchestra will play "Winter Wonderland," "Sleighride," "Christmas Polka," "Silver Bells" and "Rudolph the Red-Nosed Reindeer." Como will tell the traditional story of the first Christmas, backed by the chorus and orchestra in "Oh, Come All Ye Faithful," "Oh, Little Town of Bethlehem," "Come to the Manger," "First Noel," "The Three Kings" and "Silent Night."

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SATURDAY, DEC. 21 (cont'd)

9-9:30 P.M. CLUB OASIS -- Fred Waring and the Pennsylvanians, featuring the famous glee club with soloists Gordon Goodman, Patti Beemes, Frank Davis and Joe Marine, offer a capsule version of their "HiFi Holiday," which has just completed a 60-city tour. A group of Christmas songs in Waring's own arrangements will climax the program.

9:30-10 P.M. GISELE MacKENZIE SHOW -- Gisele will sing "Too Fat for the Chimney," "Santa Claus Is Coming to Town" and a French version of "Rudolph the Red-Nosed Reindeer." With the Curfew Kids, she will do a song-and-dance version of "The Parade of the Wooden Soldiers."

SUNDAY, DEC. 22

10-10:30 P.M. LORETTA YOUNG SHOW -- "Three and Two, Please," an encore showing, by special request, of last year's Christmas play based on actual incidents in the life of a hospital nun. Miss Young portrays Sister Ann, head nurse in a hospital, who finds one of her patients, elderly Mr. Atherton (Vaughn Taylor) in a crotchety mood, and another, little Guermo (Eugene Martin), in despair over the bicycle no one can afford to buy for his Christmas.

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SATURDAY, DEC. 21 (Concld)

[illegible] -- After having met the [illegible], Tuesday's [illegible] plan also with [illegible] [illegible] [illegible]. Then [illegible] and [illegible]. After a regular visit to [illegible] "[illegible]," which [illegible] [illegible] [illegible]

SUNDAY, DEC. 22 (cont'd)

10-10:30 P.M. LORETTA YOUNG SHOW (cont'd) -- With the connivance of hospital personnel, Sister Ann shows the old man and the boy how to enhance Christmas for each other. Richard Morris, who wrote and directed the telefilm, says of the real Sister Ann: "I was impressed with her incredible skill and humor. The incidents in this play are fictionalized from true vignettes. She was a dainty, amazingly efficient little nun. When she was wanted, her call numbers in the hospital were three and two, which explains the title."

MONDAY, DEC. 23

7-10 A.M. TODAY -- For the five days of Christmas, host Dave Garroway will devote time each day to telling the story of Christmas. As Dave narrates the story, reproductions of famous paintings depicting the scenes and characters will be shown and seasonal music from many parts of the world will be played. On this first day, Garroway will relate the Old Testament prophecies and promises of a Messiah.

10-10:30 A.M. ARLENE FRANCIS SHOW -- Bil and Cora Baird and their puppets will be featured in a program paying special attention to children.

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TUESDAY, DEC. 24

7-10 A.M. TODAY -- Host Dave Garroway will set the scene for the Nativity in terms of Roman history and life in the Palestine of the time. Reproductions of famous paintings and music from many parts of the world will be featured.

10-10:30 A.M. ARLENE FRANCIS SHOW -- A story called "The Year Santa Claus Got Sick," by Mike Morris of the program's writing staff, will be featured in the "Arlene in Wonderland" segment.

9:30-10 P.M. BOB CUMMINGS SHOW -- At "Bob's Christmas Party," bachelor-photographer Bob Collins (Bob Cummings) schemes to get Miss Sweden (Ingrid Goude) under the mistletoe. Several other plotters, however, join with Schultzy (Ann B. Davis), who has festooned the whole ceiling with mistletoe, in diverting Bob's attention. The plotters include regular players Rosemary De Camp as Margaret and Dwayne Hickman as Chuck.

10-10:30 P.M. CHRISTMAS EVE WITH THE DAVE GARROWAYS -- Dave Garroway and his wife Pamela are hosts in an informal program from their home in Manhattan. Pamela's son Mike and Dave's daughter Paris and friends of the Garroways will visit. "During this half hour," says producer Jac Hein, "we will try to capture the spirit that

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TUESDAY, DEC. 24 (cont'd)

10-10:30 P.M. CHRISTMAS EVE WITH THE DAVE GARROWAYS (cont'd) -- prevails on Christmas Eve in homes across the nation -- the sacredness of the occasion, the joy embodied in the Christmas tree and presents and the happiness of a family together on this night."

12 MID-1:45 A.M. CHRISTMAS EVE MIDNIGHT MASS FROM ST. PATRICK'S CATHEDRAL IN NEW YORK CITY -- The Most Rev. Joseph F. Flannelly, Auxiliary Bishop of New York and administrator of St. Patrick's Cathedral, will celebrate the Midnight Mass. The Rev. Charles J. McManus, of the St. Patrick's Cathedral staff, will deliver the sermon. The St. Patrick's Cathedral Choristers and Choir of Men and Boys will sing the "Messe en Mi" by Leonce Saint-Martin.

WEDNESDAY, DEC. 25

7-10 A.M. TODAY -- Host Dave Garroway will read the Gospel of St. Luke, telling of the birth of Christ. Famous paintings and music from many parts of the world will illustrate his reading.

10-10:30 A.M. ARLENE FRANCIS SHOW -- Bil and Cora Baird and their puppets will be featured in a segment designed for children.

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WEDNESDAY, DEC. 25 (cont'd)

11 A.M.-12 NOON CHRISTMAS DAY SERVICE FROM WASHINGTON CATHEDRAL (PROTESTANT EPISCOPAL), WASHINGTON, D.C. -- The Very Rev. Francis B. Sayre Jr., dean of Washington Cathedral, will deliver the sermon. The Rt. Rev. Angus Dun, Bishop of Washington, will celebrate Holy Communion. The Washington Cathedral Choir of Men and Boys will sing "O, Little Town of Bethlehem," "The First Noel," "Old Hundredth," "In Dulci Jubilo," "God Rest Ye Merry, Gentlemen," "Sweet Was the Song," three plain songs ("Gloria Tibi," "Laus Tibi," "Sursum Corda") and four arrangements by Leo Sourby ("Kyrie Eleison in C," "Sanctus," "Angus Dei" and "Gloria in Excelsis"). Paul Scallaway, organist-choirmaster, will play Charles Marie Widor's Variations on "Puer Natus Est" as prelude.

3-4 P.M. (COLORCAST) NBC MATINEE THEATER -- "Amahl and the Night Visitors," Gian Carlo Menotti's famous opera, will be performed by the NBC Opera Company in English. Kirk Jordan will sing Amahl, and Rosemary Kuhlmann will have the role of his mother. This is the story of a crippled boy who gives his crutch as a gift to the Child whom the Three Kings are going to see in a manger. The boy is miraculously cured of his lameness.

(more)

WEDNESDAY, DEC. 25 (cont'd)

9-10 P.M. (COLORCAST) KRAFT TELEVISION THEATRE -- "The Other Wise Man," an adaptation of Henry Van Dyke's Christmas story of the Fourth Wise Man. Richard Kiley, Alexander Scourby, Robert Pastene and Dolores Vitina will be featured in this story of the Fourth Wise Man who set out to meet the three Wise Men and visit the Christ Child, but stopped at crucial moments to respond to appeals for help and so failed to reach the other three and the common goal.

THURSDAY, DEC. 26

7-10 A.M. TODAY -- Host Dave Garroway will relate the story of the Three Wise Men at Epiphany. His account will be illustrated by famous paintings and music from many parts of the world.

FRIDAY, DEC. 27

7-10 A.M. TODAY -- Host Dave Garroway will tell of Herod's massacre of the Innocents and the Holy Family's flight into Egypt. Famous paintings and music from many parts of the world will illustrate the narration.

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NBC-New York, 12/13/57

9:00 A.M. (CONCURRENT) MARY MAGDALENE THEATRE -- "Who Shall Cast Him Out," an adaptation of Henry Van Dyke's masterpiece story of the Fourth Wise Man. Frances Riley, Alabama Country, Doris Dalton and Tullgen Tinling will be featured in this story of the Fourth Wise Man who set out to seek the Wise Men and share their earthly gifts, but stopped at special errands to succeed in rescuing the poor and in helping to reach the outer realms and the common good.

MONDAY, DEC. 26

7:00 A.M. TODAY -- Mary Jane Greenway will review the story of the Three Wise Men at Epiphany. His sermon will be illustrated by famous paintings and music from many parts of the world.

FRIDAY, DEC. 27

7:00 A.M. TODAY -- Mary Jane Greenway will call on Dorothy Massengill of the Tuscaloosa and the Big Mobile College Glee Clubs. Famous philosophy and music from many parts of the world will illustrate her sermon.

JACK TRACY
ROOM 320

NBC news

PIES X-H

To All:

A Merry Christmas

and

A Happy New Year

from NBC Press

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

NBC TRADE NEWS

December 16, 1957

JERRY LEWIS RETURNING TO NBC RADIO; SPONSORSHIP BY OLDSMOBILE MARKS NETWORK'S LARGEST SINGLE SALE IN ITS STAR DUST CAMPAIGN

The largest single sale to date in NBC Radio's Star Dust Campaign will mark the return of comedian Jerry Lewis to NBC Radio, under the sponsorship of Oldsmobile.

The sale, announced today by Matthew J. Culligan, Vice President of the NBC Radio Network, totals $350,000 net for a 13-week period starting in February.

The Oldsmobile purchase calls for 10 five-minute Jerry Lewis Star Dust segments each week on "Monitor" and "Nightline." In addition, the advertiser also ordered 15 one-minute and five thirty-second participations on "Nightline," starring Walter O'Keefe.

The NBC Radio Network now has completely sold out three of its Star Dust packages; the first two being "Bob and Ray" and "Fibber McGee and Molly." Also under contract to the NBC Radio Network for the Star Dust plan are George Gobel and Ed Gardner, for which full sponsorship is anticipated by Jan. 1.

"The NBC Radio Network Star Dust Campaign is rapidly proving itself one of the outstanding commercial successes of

(more)

1957," said Mr. Culligan, "because Star Dust incorporates the very best values of dispersion buying and program identification for merchandising purposes."

On the basis of Nielson tabulations, it is anticipated that the Oldsmobile campaign will reach a total of 6,500,000 unduplicated homes weekly.

D.P. Brother & Company is the advertising agency for the Oldsmobile Division of General Motors Corporation.

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NBC-New York, 12/16/57

NBC TELEVISION NEWS

December 16, 1957

ONE OF BIGGEST TALENT HUNTS IN TV HISTORY APPROACHING A CLIMAX AS ORIGINAL LIST OF 190 GIRLS FOR 'KITTY FOYLE' ROLE ON NBC-TV IS NARROWED DOWN TO 15; FINALISTS TO BE SEEN ON VARIOUS SHOWS

Early last August when Henry Jaffe Enterprises, Inc., acquired the television rights to Christopher Morley's KITTY FOYLE, a search began to find the girl for the title role in Morley's first-person chronicle of the young "white collar" girl.

("Kitty Foyle" will be telecast live from New York Monday through Friday, 2:30 to 3 p.m., EST, over NBC-TV, beginning Monday, Jan. 13.)

Now, as "Kitty Foyle" prepares to go into production, one of the widest talent searches in the history of the medium is reaching a climax. Over 190 girls have been screened, and associate producer Hal Cooper has narrowed the field down to 15 prospects.

The role of Kitty will be an acting plum for the girl selected. For the entire series will revolve around the life, loves, ambitions and disappointments of this daughter of a Londonderry Irishman from Philadelphia.

Originally published in 1939, "Kitty Foyle" went straight to the hearts of America. Later, it was made into a successful motion picture which won the Academy Award for its star, Ginger Rogers.

(more)

The series is being adapted for television by Carlton E. Morse, creator of "One Man's Family" on NBC Radio.

"This has been one of the most exacting jobs of my career," says Cooper. "You must remember that Kitty is more than a heroine in a book. She represents the ideal of the young working girl. With a property like this, we have to find exactly the right girl....a girl who would look, act, and sound like Kitty....a girl who could grow and mature like Kitty. In short we had to find Kitty Foyle."

After many months of interviewing girls, most of them working actresses, some with more or less experience than others, the field was narrowed down to 45. Then, last weekend, 15 girls were picked as finalists.

Kinescopes of each of the 15 girls reading the same scene have been made and Cooper and his associates will go over them carefully before making the final choice. "After all," says Cooper, "We're casting the whole show around Kitty, so she's got to be just right before we go any further."

The 15 finalists, to be presented to the public via many NBC Television shows, include Elizabeth Allen (currently appearing in "Romanoff and Juliet"), Francis Armstrong, Millette Alexander, Beverly Bently (seen on NBC Television's "The Price is Right"), Arlene Golonka, Daryl Grimes, Julienne Marie, Joan Holloway, Judy Lewis (the daughter of Loretta Young) Karla Most, Kathleen Murray, Cathleen Neal, Sandy Smith, Natalie Trundy, and Marie Worsham.

(more)

When three finalists are chosen from this group, they will appear on a top-rated NBC-TV show.

When the role of Kitty is finally filled, the star-in-the-making will be taken on a 10-city tour of the country to meet the people into whose homes she will be coming Mondays through Fridays of each week when the "Kitty Foyle" series is launched.

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NBC-New York, 12/16/57

EIGHT NBC NEWS CORRESPONDENTS TO DISCUSS GREAT DECISIONS OF 1958 AT FOREIGN POLICY ASSOCIATION LUNCHEON

The Foreign Policy Association will present a special luncheon program featuring eight NBC News correspondents in New York Thursday, Jan. 9 (not a broadcast). The program, at the Waldorf-Astoria Hotel, will kick off the association's 1958 Great Decisions discussion program on a nationwide basis.

Presenting their views on the great decisions of 1958 will be these seven NBC News foreign correspondents: Frank Bourgholtzer, Central European correspondent; Leif Eid, Paris; Joseph C. Harsch, London correspondent and senior European correspondent; Welles Hangen, Middle Eastern correspondent; Irving R. Levine, Moscow; Edwin Newman, Mediterranean area correspondent; and James Robinson, Far East correspondent. NBC News commentator Chet Huntley will be the moderator. John W. Mason, president of the Foreign Policy Association, will preside at the luncheon.

Huntley and the seven foreign correspondents are among the NBC News staffers taking part in PROJECTION '58, the yearend news roundup, on NBC-TV and Radio Sunday, Dec. 29 (time to be announced).

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NBC-New York, 12/16/57

NBC-TV AND RADIO NEWS

ANN GILLIS, PRODUCER OF NBC NEWS AND SPECIAL EVENTS, IS DEAD

Ann Gillis, a producer of NBC news and special events shows, died today at her home after a long illness. She was 44.

Miss Gillis was married to William Slocum, a columnist for the New York Daily Mirror. Their home was at 112 East 95th St., New York City. She also leaves a daughter, Sara Linnie Slocum, 12.

Miss Gillis was a producer for NBC of Queen Elizabeth's visit in October and was working on a proposed news program aimed at children at the time of her death. She was well-known for her work at political conventions dating back through two decades.

Born in Atlanta, Ga., Miss Gillis started her career in 1932 with Station WJSV, Washington, a CBS affiliate. She became director of special events for CBS in Washington before leaving in 1943.

During this period, Miss Gillis supervised origination of shows from the White House and those involving Cabinet members and other top government officials. She worked closely with the late President Franklin D. Roosevelt on his "fireside chat" broadcasts. She was also identified with political convention coverage.

Miss Gillis joined NBC News in New York in 1944. During her early years with the network, she worked as a special assistant to the vice president in charge of news and special events. She was responsible for much of NBC's arrangements for coverage of the national political conventions from 1944 through 1956.

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As a producer, Miss Gillis handled "Who Said That?" on NBC Radio and "Comment" and Bob Considine's "On the Line" shows on NBC-TV. She also produced the Considine show on NBC Radio and his portions of the "Tonight" show on NBC-TV.

A Requiem Mass will be said for Miss Gillis at 11 a.m. Wednesday at St. Thomas More's Church, 65 E. 89th St., New York City. Interment will be at Gate of Heaven Cemetery, Valhalla, N.Y.

Frank E. Campbell, Inc. funeral home, 81st St. and Madison Ave., is handling arrangements. Friends may call between 7-10 p.m., Tuesday.

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NBC-New York, 12/16/57

JACK TRACY
ROOM 320

TRADE NEWS

2 COPIES X-H

Attention, Sports Editors

NBC-TV AND RADIO WILL COVER BLUE-GRAY GRID GAME WITH TOP PLAYERS OF NORTH AND SOUTH COMPETING

Outstanding football players from the North and South renew a gridiron rivalry in the 20th annual Blue-Gray Game in Cramton Bowl at Montgomery, Ala., Saturday, Dec. 28 (1:45 p.m., EST), to be covered by NBC-TV and NBC Radio.

Commentators will be Bob Neal and Leroy Paul on TV, and Earl Gillespie and Art Gleeson on radio. Neal has been the grid-caster all four years that the Blue-Gray classic has been televised.

The TV and radio coverage is sponsored by the Gillette Safety Razor Company as a "Gillette Cavalcade of Sports" feature. Maxon, Inc., is the agency for Gillette.

Following the Blue-Gray Game, NBC-TV and NBC Radio will carry another all-star contest, the East-West Shrine Game in San Francisco, Calif., starting at 4:45 p.m., EST.

The Blue and Gray rosters comprise 24 college seniors representing schools North and South of the Mason-Dixon line. Gray teams have dominated the series, winning 12 games to six for the Blue plus one tie. The Blue won last year, 14-0.

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NBC-New York, 12/17/57

NBC news

CAST AND CREDITS FOR 'AMAHL AND THE NIGHT VISITORS,' TO BE COLORCAST ON 'NBC MATINEE THEATER' DEC. 25

Following are cast and credits for the eighth presentation of Gian Carlo Menotti's opera, "Amahl and the Night Visitors," to be performed by the NBC Opera Company on NBC MATINEE THEATER Wednesday, Dec. 25 (NBC-TV colorcast, 3-4 p.m., EST).

CAST

Amahl.....Kirk Jordan

The Mother.....Rosemary Kuhlmann

King Caspar.....Andrew McKinley

King Melchior.....David Aiken

King Balthaser.....Leon Lisner

The Page.....Francis Monachino

The Dancing Shepherds.....John Butler,
Glen Tetley and
Lee Becker

CONDUCTOR.....Herbert Grossman

(more)

CREDITS

COMPOSER-LIBRETTIST.....Gian Carlo Menotti
Producer.....Samuel Chotzinoff
Director.....Jan-Claude Schwartz
Staged by.....Samuel Chotzinoff
Sets.....Otis Riggs
Costumes.....Eugene Berman
Choreographer.....John Butler
Audio Director.....David Sarser
Music Coordinator.....George Schick
Assistant Conductor.....Felix Popper
Associate Director.....Paul Freeman
Lighting.....Alan Posage
Unit Manager.....Earle Harris
Administrator NBC Opera Company.....Louis B. Ames
Executive Producer "NBC Matinee Theater"..... Albert McCleery
Host.....John Conte
Sponsor.....Proctor and Gamble
Agency.....Benton and Bowles

"Amahl and the Night Visitors" is the tender story of a crippled boy and his mother, poverty stricken to the point of having no food in their rude cottage. In the night, three kings stop there for a night's rest. Amahl and his mother make them welcome and go to the neighboring shepherds to get some food.

(more)

The kings say that they are on their way to see the "child" about to be born in Bethlehem. They are following a bright star. The mother says they have no gift to send to this child of love, but Amahl offers his wooden crutch, his only possession. Miraculously, he is cured of his lameness and goes with the kings to give thanks for his cure.

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NBC-New York, 12/17/57

December 17, 1957

SHIRLEY TEMPLE GOES BACK TO WORK--FOR TV 'STORYBOOK'

Shirley Temple has gone back to work -- in her new role as hostess-narrator of the upcoming NBC-TV series SHIRLEY TEMPLE'S STORYBOOK (premiere of the series to take place on Sunday, Jan. 12, 8 p.m., in color and black and white). Her return marked the first time the former child star had appeared before the cameras since September, 1949. Today she is the 29-year-old mother of three children, although the famous dimpled smile remains the same and she is easily recongnizable as the grown-up version of the nation's most famous child actress.

Scene of the recent reunion of Shirley Temple and the cameras was the Sunset Studio of Columbia Pictures. The series, being produced by Henry Jaffe Enterprises in association with Screen Gems, Inc., the television subsidiary of Columbia Pictures, will dramatize 16 fairy tale classics and children's stories. The first three will be done live from NBC's Color City in Burbank, Calif. The remainder will be filmed. In all of them, Miss Temple will be hostess and narrator. In many of them she will sing and in several of them (probably three) she will star.

(more)

It was in her role as hostess and narrator of the first of the filmed shows that she returned to work in December. For the occasion, the now-dark-haired Shirley (her blonde hair darkened when she was about 12) changed from one to another of several elaborate full-skirted ball gowns. The gowns were created for her by Hollywood designer Don Loper. "Wait until my children see me in these gowns!" she smiled. In private life, Shirley Temple is Mrs. Charles Aldon Black, the mother of nine-year-old Susan, five-year-old Charles and three-year-old Lori.

Asked how she liked returning to "celluloid harness," Shirley beamed, "It's wonderful. I had nothing but fun when I worked as a youngster, and it looks like I am going to have just as much fun this time."

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NBC-New York, 12/17/57

NBC COLOR TELEVISION NEWS

December 17, 1957

CREDITS FOR 'TOURNAMENT OF ROSES PARADE'
COLORCAST ON NBC-TV WEDNESDAY, JAN. 1

TIME: Colorcast from 11:45 a.m. to 1:45 p.m., EST. (Immediately preceeding the colorcast (at 11:30 a.m., EST), NBC will present a 15-minute black-and-white program of pre-parade interviews conducted by Jimmy Wallington).

ORIGINATION: Pasadena, Calif.

HOST AND HOSTESS: Bill Goodwin and Betty White.

COMMENTATOR: Jimmy Wallington

FORMAT: On-the-spot coverage of the annual New Year's Day event. The parade columns will march over a five-mile route and will consist of lavishly decorated floats, numerous bands, brilliantly costumed marching groups, and other special features.

PRODUCER: William Kayden

(more)

2 - Credits -- 'Tournament of Roses Parade'

DIRECTOR:	Bill Bennington
ASSOCIATE DIRECTOR:	Roy Montgomery
PROGRAM RESEARCHER:	Hal Levy
UNIT MANAGER:	Bob Anderson
TECHNICAL DIRECTOR:	Don Van Atta
SPONSORS AND AGENCIES:	Minute Maid Corporation through Ted Bates and Co., and Florists' Telegraph Delivery Association through the Grant Advertising Agency.
NBC PRESS CONTACTS:	Kay Mulvihill, Hollywood. Jim Hayes, New York.

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NBC-New York, 12/17/57

NBC COLOR TELEVISION NEWS

CREDITS FOR 'ASSIGNMENT: SOUTHEAST ASIA' ON NBC-TV

DATE AND TIME:	Sunday, Dec. 22 (NBC-TV, 2:30-4 p.m., EST), in color and in black and white.
DESCRIPTION:	A 90-minute color film made on location in Indonesia, Malaya, Thailand, Vietnam, Cambodia and Burma that attempts to point up social, economic, political and cultural aspects of an area that is rich, potent, and little-known to Americans.
ON-CAMERA GUIDE AND NARRATOR:	James.A. Michener, Pulitzer Prize-winning author of "Tales of the South Pacific," "The Bridges at Toko-ri" and "Sayonara."
PRODUCER-DIRECTOR:	Robert D. Graff
ASSOCIATE PRODUCERS:	Beatrice Cunningham, Milton Fruchtman
CAMERAMEN:	W. Suschitzky and Kenneth Reeves
SOUNDMEN:	C.L. Mountenay, Peter Pardo
ORCHESTRAL SCORE BY:	Alan Hovhanes
CONDUCTED BY:	Carlos Surinach
SCRIPTWRITER:	Sheldon Stark
FILM EDITOR:	Sidney Meyers
UNIT MANAGER:	John Herman
PRESENTED BY:	NBC Special Projects -- Henry Salomon, Director

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NBC-New York, 12/17/57

NBC COLOR TELEVISION NEWS

STEVE ALLEN TO NARRATE 'CAVALCADE OF COMEDY'

Steve Allen will narrate original, off beat comment as a "Cavalcade of Comedy" is presented on the colorcast of THE STEVE ALLEN SHOW Sunday, Dec. 22 (NBC-TV, 8-9 p.m., EST). These are specially chosen film clips of highlights from the funniest silent films made by Laurel and Hardy, Jean Harlow, Carole Lombard, Will Rogers, Ben Turpin and others.

Guest stars that night will be Anthony Perkins, George London, Gertrude Berg, Mahalia Jackson and the United Nations Choir. William Holden, Jack Hawkins and Sessue Hayakawa, previously announced as guests, will appear instead at a date to be announced.

NBC-New York, 12/17/57

NBC news

December 17, 1957

SPECIAL PROGRAMS ON NBC RADIO TO MARK CELEBRATION OF CHRISTMAS THROUGHOUT THE WORLD

The story of the Yuletide, as celebrated throughout the world, will be told in word and song on the NBC Radio Network from Sunday, Dec. 22 through Christmas Day, Dec. 25.

Highlights will include choral groups from Bethlehem, Japan, West Germany, South America and from throughout the United States; direct reports on Christmas celebrations in Burma, Japan, the Antarctic, West Germany and from Moscow on Christmas Day; and the Midnight Mass direct from St. Patrick's Cathedral in New York City.

Mildred Miller will be featured vocalist on the annual Christmas program of THE TELEPHONE HOUR. She will be accompanied by the Bell Symphonic Orchestra and Chorus directed by Donald Voorhees.

Other features: the White House Christmas Tree lighting ceremonies; Ogden Nash will be heard on Christmas Eve reading selections from his book "The Christmas That Almost Wasn't"; five choral groups of the Lutheran Church, Missouri Synod, will sing traditional Christmas carols during the "Voices of Christmas" series.

(more)

On Christmas Day, stage and screen star Walter Abel will be featured on "A Song for Christmas," a special program of choral music and Yuletide readings. Earlier in the day, NBC Radio's daytime drama "My True Story" will present its traditional Christmas program -- "The Story of Darius," a cripple -- for the fifteenth consecutive year.

Here are the details of these and other NBC Radio Christmas programs (All times are EST):

SUNDAY, DEC. 22

8:05-8:15 A.M.	GREAT CHOIRS OF AMERICA. The 55-Voice Ithaca (N.Y.) College Choir, directed by Donald Bube.
8:15-8:30 A.M.	FAITH IN ACTION. A Christmas message by Elder Adam S. Bennion, member of the Council of Twelve Apostles; topic, "The Empty Tomb." Selections by the Madrigal Singers of Brigham Young University.
8:30-9 A.M.	BIBLE STUDY HOUR. A sermon by Dr. Donald Grey Barnhouse.
9:15-9:30 A.M.	ART OF LIVING. Dr. Norman Vincent Peale, Minister of Marble Collegiate Church, New York City, speaks on "The Coming of the King."
9:30-10 A.M.	VOICE OF PROPHECY. Christmas message by H.M.S. Richards, "The Night Before Christmas."

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SUNDAY, DEC. 22 (Cont'd)

10:05-10:30 A.M.	NATIONAL RADIO PULPIT. Dr. Ralph W. Sockman, minister of Christ Church (Methodist), New York City, speaks on "The Hopes of All the Years."
11:30 A.M.	MONITOR. Native Christmas music from Bethel, West Germany.
12 NOON	MONITOR. The 76-voice University of Colorado Choir directed by Warren Imig, Dean of the School of Music.
1:30-2 P.M.	THE LUTHERAN HOUR. Dr. Oswald Hoffmann, spokesman for the Lutheran Laymen's League, speaks on "How Receive Him?"
2 P.M.	MONITOR. The Little Rock, Ark., Central High School Choir.
2:30-3 P.M.	THE CATHOLIC HOUR. The Rev. Joseph E. Manton, CSSR, talks on "The Little Lord Jesus."
3:30 P.M.	MONITOR. Native Christmas music from Japan.
4:30 P.M.	MONITOR. Native Christmas music from Peru, South America.
7 P.M.	MONITOR. The Salem College Caroliers of Winston-Salem, N.C.
7:30 P.M.	MONITOR. Native Christmas music from Colombia, South America.
8:30 P.M.	MONITOR. Native Christmas music from Bethlehem, Jordan.

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SUNDAY, DEC. 22 (Cont'd)

10 P.M. MONITOR. The second grade children's choir of the Goethe School of Kaiserlauten, Germany.

11:30 P.M. MONITOR. The girls' choir of Goethe School, Kaiserlauten, Germany.

MONDAY, DEC. 23

8:30-9 P.M. MUSIC AMERICA LOVES BEST. The combined choral groups of Robert Shaw, Norman Luboff and the Voices of Walter Schumann will present songs of Christmas.

9:05-9:30 P.M. THE TELEPHONE HOUR. Guest vocalist Mildred Miller, the Bell Symphonic Orchestra and Chorus under direction of Donald Voorhees will be heard on this annual Christmas program.

9:30-10 P.M. NIGHTLINE. A delayed broadcast of the White House Christmas Tree lighting ceremonies, and a progress report on Operation Igloo -- Phoenix, Ariz. -- gifts-to-the-North-Pole-campaign -- will highlight the activities with Walter O'Keefe as host.

TUESDAY, DEC. 24

8:05-8:30 P.M. THE GREAT GILDERSLEEVE. "The Legend of the Burro," a Christmas tale in which Gildersleeve's nephew, Leroy, becomes lost in the woods while looking for a Christmas tree and is led home by a wandering burro.

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TUESDAY, DEC. 24 (Cont'd)

8:30 P.M. NIGHTLINE. The entire program will follow the Christmas holiday theme: Ogden Nash reads from his book "The Christmas That Almost Wasn't"; coverage of the National Christmas Tree Observance in Sanger, Calif.; direct Christmas Eve reports aired from England and Bethlehem; comedian Alan Young will tell a "hauntingly different" Yuletide story; and the "Nightline" microphone will be open to Fred MacMurray and his family on this Christmas Eve.

10:05-10:30 P.M. VOICES OF CHRISTMAS. Five choral groups from the St. Louis area, members of the Lutheran Church, Missouri Synod -- the Concordia Seminary Choir, the St. Louis A Cappella Choir and the St. Louis Bach Chorus, all directed by William B. Heyne -- will be joined by the Lutheran High School Chorus directed by William Kirchoff, and the St. Louis Lutheran Children's Choir directed by Herbert Toensing. They will sing traditional Christmas carols known throughout the world.

(more)

TUESDAY, DEC. 24 (Cont'd)

12 Midnight to Conclusion — CHRISTMAS EVE MIDNIGHT MASS FROM ST. PATRICK'S CATHEDRAL IN NEW YORK CITY. The Most Rev. Joseph F. Flannelly, auxiliary bishop of New York and administrator of St. Patrick's Cathedral, will celebrate the Midnight Mass. The Rev. Charles J. McManus, of the St. Patrick's Cathedral staff, will deliver the sermon. The St. Patrick's Cathedral Choristers and Choir of Men and Boys will sing the "Messe En Mi" by Leonce Saint-Martin.

WEDNESDAY, DEC. 25

10:05-10:30 A.M. — MY TRUE STORY. For the fifteenth consecutive year, "The Story of Darius," will be told on this daytime drama program. It concerns Darius, a cripple, who is stable boy at Bethlehem's Inn. Darius lends his ragged cloak to the Madonna after the Baby's birth. The following action reveals this fictionalized story as Christ's first unrecorded miracle.

10:30 A.M. — NBC BANDSTAND. Selections will be sung by the Columbus Boys Choir of Princeton, N.J., directed by Donald Bryant and by the Choir of the Grace Church, New York City,

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WEDNESDAY, DEC. 25 (cont'd)

10:30 A.M. NBC BANDSTAND (cont'd) -- directed by Dr. Ernest Mitchell. Also, vocalists Dorothy Olsen and Richard Hayes with Skitch Henderson and the Orchestra will join in the festivities.

4:05-4:30 P.M. A SONG FOR CHRISTMAS. Stage and screen star Walter Abel, will offer special holiday readings. He will be joined by the Park College Chancel Choir of Parkville, Missouri, and the Glee Club of Ohio Wesleyan University.

8:30 P.M. NIGHTLINE. Christmas Day in Moscow will be the subject of a report by NBC newsman IRVING R. LEVINE broadcasting from Moscow. Actor Cyril Ritchard will relate tales of children at the Yuletide season. Comedian Mel Blanc gives his "impressions of Christmas." Walter O'Keefe will host the activities.

10:05-10:30 P.M. VOICES OF CHRISTMAS. The 35-voice Pius X Choir of Manhattanville College of the Sacred Heart in Purchase, N.Y., directed by Mother Josephine Morgan.

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NBC-New York, 12/17/57

JACK TRACY
ROOM 320

2 COPIES X-H

December 18, 1957

NEW MUSICAL PRODUCTION OF 'HANSEL AND GRETEL' WILL BE SPECIAL NBC-TV AND RADIO PRESENTATION SUNDAY, APRIL 27, UNDER SPONSORSHIP OF REXALL DRUG COMPANY

"Hansel and Gretel," a new musical production based on the adventures of a woodcutter's plucky children, will be simulcast on NBC-TV and Radio, Sunday, April 27, 6:30 to 7:30 p.m., EDT (in black and white).

The musical fairy tale will originate live in New York. The cast will be announced soon.

"Hansel and Gretel" will be produced by Talent Associates and sponsored by the Rexall Drug Company. They also presented "Pinocchio" on NBC-TV and Radio Oct. 13. Rexall is represented by the Batten, Barton, Durstine and Osborn, Inc., advertising agency.

Yasha Frank, who wrote and staged "Pinocchio," will have a similar role for the NBC "Hansel and Gretel," which is based on a story by the Brothers Grimm and the opera by Engelbert Humperdinck.

"Hansel and Gretel," the story of the brother and sister who outwitted the near-sighted old witch, has long been a favorite with grownups and children alike.

(more)

Humperdinck, the man whose music will be used in the NBC production of "Hansel and Gretel," was born in Sieburg, Germany, on Sept. 1, 1854. He achieved instant popularity in Germany with the production of "Hansel and Gretel," which was based on the story by the Brothers Grimm. The opera speedily won fame in England, and was performed in Holland, Belgium, Italy and America -- all within two years.

Humperdinck died on Sept. 27, 1921, at the age of 67.

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NBC-New York, 12/18/57

LANE BLACKWELL IS APPOINTED BRITISH AND EUROPEAN SALES MANAGER FOR NBC INTERNATIONAL, LTD.

Lane Blackwell has been appointed British and European Sales Manager for NBC International, Ltd., it was announced today by Alfred R. Stern, Chairman of the Board, NBC International.

"Mr. Blackwell's extensive sales experience in international radio and television is a welcome addition to NBC's expanding British and European operation," Mr. Stern said.

Mr. Blackwell resigned his position as British and European Sales Manager for Fremantle Overseas Radio and TV to accept the NBC post. He will make his headquarters in London.

A native of Cambridge, Mass., and a graduate of Harvard University (Class of '39), Mr. Blackwell formerly worked in CBS network production (1939-1949), with time out for four years Navy service in World War II. He worked five years with Radio Free Europe (1950-1955) before joining the Fremantle organization.

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CORRECTION, PLEASE

John W. Nason, president of the Foreign Policy Association, will preside at a special luncheon for NBC News correspondents Thursday, Jan.9 (not "John W. Mason," as incorrectly reported in story release dated Dec. 16, 1957).

Eight NBC News correspondents will participate in the luncheon program at the Waldorf-Astoria Hotel in New York. They will discuss the great decisions of 1958. The program will not be broadcast.

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NBC-New York, 12/18/57

'ROME ETERNAL'--FOUR SPECIAL 'CATHOLIC HOUR' FILMS--WILL BE TELECAST BY NBC CONSECUTIVE SUNDAYS, JANUARY 5 THROUGH 26; AUDIENCE WITH POPE PIUS XII TO BE SHOWN ON FOURTH PROGRAM

Two thousand years of Christian history will be told in four, half-hour films -- for the first time on TV -- when NBC-TV's THE CATHOLIC HOUR presents "Rome Eternal," on the Sunday afternoons of Jan. 5, 12, 19 and 26 (1:30 to 2 p.m., EST). The Jan. 26 program will include an audience with Pope Pius XII.

"Rome Eternal" is the story of Rome as told by its churches, shrines and art.

It was filmed on location last summer by a crew that included Doris Ann, producer for NBC; Martin Hoade, NBC director; Richard Walsh, TV director for the National Council of Catholic Men; Bob Loweree, NBC film editor; and Joe Vadala, NBC photographer.

The narration was written by Paul Horgan, author of the Pulitzer Prize-winning "Great River: the Rio Grande in American History."

Jacques Belasco, who for many years wrote the music for "The Greatest Story Ever Told" radio series composed the music for "Rome Eternal." The narrator was Norman Rose.

The first chapter of "Rome Eternal" is entitled "The City of Peter." Scheduled for Jan. 5, it tells the story of the transition from paganism to Christianity. Television audiences will see the old Appian Way and the excavations under St. Peter's Basilica.

(more)

The second chapter, "The City of Peter," will be seen Jan. 12. It portrays the growth of Christianity in its early days -- the victory of Constantinople at the Milvian Bridge, the liberation of the church, and the studies of St. Jerome.

On Jan. 19, in "Renaissance Rome," the third of the series, television audiences will see how Christian arts flowered during the Renaissance. Highlights of "Renaissance Rome" include glimpses of the treasures of the Vatican museum, the Borgia apartments and the art of Michelangelo.

An audience with the Pope is the main feature of "Our Moment in Time," the last of the "Rome Eternal" series. Scheduled for Jan. 26, the film will show the interior and exterior of Vatican City and the Pope's apartments, and the Vatican post office, mosaic factory and radio studios.

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NBC-New York, 12/18/57

NBC COLOR TELEVISION NEWS

NEXT 'OMNIBUS' PROGRAM TO BE ONE-HOUR COLORCAST ON TUESDAY NIGHT, JAN. 14

A special one-hour colorcast will be presented as the next OMNIBUS program on Tuesday, Jan. 14 (NBC-TV, 8-9 p.m., EST).

The special show, as announced last summer, will preempt the GEORGE GOBEL SHOW STARRING GEORGE GOBEL WITH EDDIE FISHER for this date only.

The colorcast will be sponsored by the regular "Omnibus" sponsors -- Aluminium Limited and the Union Carbide Corporation. Program details will be announced soon.

The second "Omnibus" program of 1958 will be presented on Sunday, Jan. 26 (4-5:30 p.m., EST), and thereafter the series will follow its usual schedule of telecasts on alternate Sundays.

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NBC-New York, 12/18/57

NEXT (Monthly) PROGRAM TO BE ONE-HOUR SEMINAR
ON VIRGINIA NIGHT, JAN. 14

A special one-hour seminar will be presented on the most
recently produced on Tuesday, Jan. 14 (8:00-9:00 p.m. EST).

The special show, an unusual half hour, will present
the Oxford Coal Jaw Dancing Women Group with which please for
their date only.

The episodes will be presented by the regular "Virginia
Reporters" - Dimitrios Limitis and Jan Dalton Senator Tuppenhorn.
Program details will be announced soon.

The second "Seminar" program of 1973 will be presented
on Sunday, Jan. 28 (7:00 p.m. EST) and investigate the author
with Julie Life Jazzi Sonnenie of Lexington on Alabama Commonwealth

NBC-TV NEWS

SHIRL CONWAY-BERNIE WAYNE WEDDING ON 'BRIDE AND GROOM' WILL BE ATTENDED BY PROMINENT SHOWBUSINESS NAMES

The wedding of actress Shirl Conway to musician Bernie Wayne Tuesday, Dec. 31 on NBC-TV's BRIDE AND GROOM promises to be an "all showbusiness" event, with top names in the industry accepting invitations.

Among those who accepted are: Gretchen Wyler, Virginia Graham, Frank Farrell, Dorothy Kilgallen, Elsa Maxwell, Barry Jones, Joy Hodges, Vicki Cummings, Radie Harris, Phyllis Hill, Jane Keane, Betty Keane, Lou Parker, Julius Monk, Mr. and Mrs. Michael Brown, Lynn Loesser, Mr. and Mrs. Earl Wilson, Kenneth Banghart, Lena Horne, Lennie Hayton, Josephine Premice, Julie Wilson, Morton Da Costa, Nancy Andrews, Barbara Cook, Elaine Stritch, Carl Reiner, Marie Torre, Faye Emerson, Betty Bruce, Leonard Lyons, Baron Polan, Dorretta Morrow, Alfred Drake, Billy Reed, Mr. and Mrs. Joseph Santley, Howard Rothberg, Vincent Sardi, Harvey Hudson, Happy Felton, Carol Bruce, Hermione Gingold, Abel Green, and Ted Green.

"Bride and Groom" is telecast Monday through Friday over NBC at 2:30 p.m., EST.

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NBC-New York, 12/18/57

NBC TRADE NEWS

GRETA THYSSEN GETS PIRATE GIRL ROLE ON FRIDAY NIGHT
'TREASURE HUNT' SERIES STARTING ON NBC-TV DEC. 24

Greta Thyssen, actress and beauty contest winner, will be the Pirate Girl on the new nighttime TREASURE HUNT, which makes its initial bow Christmas Eve, Tuesday, Dec. 24 (NBC-TV, 7:30 p.m., EST).

Jan Murray, host and emcee of the daytime "Treasure Hunt" (NBC-TV, Mondays through Fridays, 10:30 a.m., EST), will preside in the same capacity over the Tuesday evening show, as previously announced.

The 100 sealed bids on the bid-board, will start at a minimum of $500 and the Treasure Chest itself will start at $10,000. Quiz winners must choose between the cash bid and the unknown contents of one of 30 chests -- only one of which contains the cash.

Miss Thyssen, former "Miss Denmark," appeared on "The Steve Allen Show" colorcast, Nov. 24, as Steve's secretary in one of the comedy skits.

Marian Stafford continues as Pirate Girl on the daytime "Treasure Hunt" (Monday through Friday, 10:30 a.m., EST).

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NBC-New York, 12/18/57

NBC COLOR TELEVISION NEWS

December 18, 1957

'FATHER KNOWS BEST' HEADLINERS ROBERT YOUNG AND JANE WYATT
TO RIDE ARMY RECRUITING FLOAT IN 'ROSE PARADE' COLORCAST

Robert Young and Jane Wyatt, stars of NBC-TV's "Father Knows Best," will ride in the float sponsored by the U.S. Army Recruiting Service in the 69th annual TOURNAMENT OF ROSES PARADE on NBC-TV, Jan. 1.

Young and Miss Wyatt, who portray Jim and Margaret Anderson on the NBC-TV series, were selected by the Army Recruiting Service "because they epitomize the typical American father and mother whose prayers for peace coincide with the theme of the float: "World Peace to Make our Dreams Come True," built around the Parade theme, "Day Dreams in Flowers."

Three major aspects of American life are being depicted on the Army float...the home, security, and happiness.

The two NBC-TV stars will sit atop the float in a crown of golden rosebuds above a huge world globe which dominates the entire exhibit. Surrounding the globe, six pretty girls will adorn six island type floats, each representing a major area in the world in which American soldiers are stationed.

(more)

(cont)

Placed in front of the globe and slightly to each side, will be a WAC (portrayed by Margie Millikan, a freshman at Whittier College) and a soldier (represented by Ned Packer, popular young ice skating star and TV actor).

The float will be completely covered with flowers and each separate island will be decorated with flowers characteristic of the country represented.

American Beauty and Queen Elizabeth roses will be used over the entire float, as well as orchids, tulips, gardenias and other blossoms.

Miss Wyatt will carry a huge bouquet of American Beauty roses.

NBC-TV's two-hour colorcast of "The Tournament of Roses Parade" begins at 11:45 a.m., EST. Betty White and Bill Goodwin will provide the commentary for the parade. Immediately preceding the colorcast, at 11:30 a.m., EST, Jimmy Wallington will interview parade personnel and other celebrities during a 15-minute black-and-white telecast.

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NBC-New York, 12/18/57

CREDITS FOR 'AN ACT OF LAW' ON 'WIDE WIDE WORLD'

TIME:	NBC-TV, Sunday, Dec. 22, 4-5:30 p.m., NYT
FORMAT:	A cross-country look at justice, law enforcement and crime in the United States, with live pickups from inside the Capitol in Washington, the FBI headquarters and laboratories, the Federal District Court in Baltimore, and Federal prisons at Leavenworth, Kans., and Chillicothe, Ohio. Vice President Richard M. Nixon will head a list of notables participating as commentators.
SPONSOR: (For entire series)	General Motors.
AGENCY:	McManus, John & Adams, Inc.
EXECUTIVE PRODUCER:	Barry Wood
PRODUCER:	Ted Rogers
HOST:	Dave Garroway
DIRECTOR:	Van Fox
WRITER:	Harold Azine
MUSIC COMPOSER AND CONDUCTOR:	David Broekman
EXECUTIVE STAFF:	Arch Robb, Ed Fought, Ed Wilbur
ASSOCIATE WRITER:	Gene Wyckoff
TECHNICAL SUPERVISOR:	Bob Daniels
UNIT MANAGER:	Bill Lynch

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NBC-New York, 12/18/57

NBC TRADE NEWS

NBC WINS 7 OF LOOK MAGAZINE'S 16 TV AWARDS

- - -

Winning Stars of All Networks to Receive Honors

During 'Perry Como Show' Dec. 28

FOR RELEASE 7 P.M., EST, SATURDAY, DEC. 21

The National Broadcasting Company has won seven of Look magazine's 16 annual television awards.

The awards will be presented on one of NBC's winning programs -- the PERRY COMO SHOW, Saturday, Dec. 28 (NBC-TV colorcast, 8 p.m., EST).

Como will be host to stars of the winning NBC-TV programs and winners from the other networks as well.

Rated among the best television fare of the past season were NBC-TV's PERRY COMO SHOW, STEVE ALLEN SHOW, TONIGHT, OMNIBUS, "Green Pastures" on HALLMARK HALL OF FAME, and the World Series telecasts (two awards).

The "Perry Como Show" was selected as the musical series that "best demonstrated variety, originality and excellence."

The award for the best dramatic show went to "Green Pastures," the Pulitzer Prize-winning play by Marc Connelly which was colorcast on "Hallmark Hall of Fame" Oct. 17.

(more)

The "Steve Allen Show" was chosen as the best variety series. The judges found it "presented the most interesting and entertaining shows" in the category.

Comedian-emcee Jack Paar and his program regulars on the "Tonight" show took the award for the best novelty series.

NBC-TV's telecast of the seven-game World Series won two Look awards -- as the best sports series and the best special program.

NBC-TV's "Omnibus" was rated the best educational series.

The Look TV awards are based on opinions of American newspaper critics and columnists. They made their choice from shows televised between Nov. 1, 1956 and Oct. 31, 1957.

The story on the awards will appear in the Monday issue of "Look" out Dec. 23.

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NBC-New York, 12/19/57

NBC COLOR TELEVISION NEWS

December 19, 1957

FICTIONAL BEHIND-SCENES DRAMA OF TV PROGRAM RATING BATTLE WILL HAVE JACK OAKIE, RUDY VALLEE, VIRGINIA GIBSON, EARL HOLLIMAN IN TOP ROLES ON 'KRAFT TELEVISION THEATRE' WEDNESDAY, JAN. 1

Jack Oakie, Rudy Vallee and Virginia Gibson are stars and Earl Holliman is special guest star in "The Battle For Wednesday Night" a fictional behind-the-scenes drama of television to be color-cast by KRAFT TELEVISION THEATRE Wednesday, Jan. 1 (NBC-TV, 9 p.m., EST).

The story pits veteran and entrenched TV personality Bill Brogan (Oakie) -- whose variety show has been unbeatable rating-wise for seven years -- against a sensational new singer Danny Smith (Holliman), on a rival network. Almost by accident, Danny's show develops a close resemblance to Brogan's. Bill suspects it's "a direct steal." An intense feud develops between the two that takes on added savagery in the newspapers when Danny meets Louise Raymond (Miss Gibson) the lovely singer of Brogan's show, and falls in love with her.

One evening in a restaurant Danny and Brogan come face to face for the first time. Brogan deliberately needles him. Danny loses his temper and the events that follow threaten to lose him his standing both as a competitor and as a star in his own right.

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NBC TELEVISION NEWS

December 19, 1957

'MODERN ROMANCES,' FIVE-EPISODES-A-WEEK DAYTIME DRAMA SERIES, REACHES ITS 1,000TH TELECAST ON NBC TUESDAY, DEC. 24

MODERN ROMANCES (NBC-TV, Mondays through Fridays, 4:45 p.m., EST) will present its 1,000th live performance, Tuesday, Dec. 24.

(The drama for the week of Dec. 23-27 is "The Accursed" by James Blumgarten; stars are Philip Abbott and Audra Lindley.)

Now in its fourth season on NBC, "Modern Romances" was conceived by producers Wilbur Stark and Jerry Layton, in 1954, as a "bridge" between daytime serials and nighttime dramas. They hoped that "mature plays by established writers and a fresh cast of experienced Broadway, motion picture and TV players each week" could be mounted into a 15-minute, five-day-a-week framework.

After launching the series, the producers conducted a survey which revealed that from the predominantly female audience watching daytime TV programs, "Modern Romances" was drawing a greater percentage of younger housewives.

These women, they reported indicated a desire to see different stories each week with a constantly changing cast of characters, a shifting locale and varied types of human situations which the daytime serials, by virtue of a continuing storyline and a fixed cast of characters, cannot provide.

(more)

Martha Scott, popular personality of the movies, theatre and TV, was the hostess, narrator and story editor from the premiere until a few weeks ago. She left the TV series to accept a role on Broadway. At that time, Mel Brandt, the announcer on "Modern Romances," was promoted to the host spot.

Introducing a male personality on the show suggested a new format might be tried, as well. Wilbur Stark says, of this: "Whereas Martha Scott appealed to housewives as a next-door neighbor or friend -- woman to woman -- Mel is more the 'voice' of the story being presented. Unlike Martha's daily appearance behind a desk, Brandt now sits on a stool in front of the set, and lights from behind bring alive the action as he outlines the situation."

"Modern Romances" has brought many new and many established players to the attention of daytime audiences in its three years of telecasting. The series' guests included Anthony Perkins, Anthony Franciosa, John Cassavetes, Margaret Philips, Biff McGuire, Mary Fickett, William Prince, Constance Ford, Joe Mantell, Kathleen Maguire and Meg Mundy.

Top writing talent is also represented; authors included Rod Serling, Harry Junkin, William Kendall Clarke, Bob Corcoran and James Blumgarten.

Veteran TV directors Wes Kenny and Tom Reynolds, on an alternating week basis, guide the players through their scenes.

The latest change in "Modern Romances" is its home. Previously telecast from the NBC studios in New York's Radio City, it now emanates from the Century Theatre.

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NBC-New York, 12/19/57

NBC COLOR TELEVISION NEWS

December 19, 1957

DIPLOMATS AND STATE DEPARTMENT OFFICIALS OFFER HIGH PRAISE OF 'ASSIGNMENT: SOUTHEAST ASIA' AT PREVIEW IN CAPITAL

WASHINGTON -- Members of the diplomatic corps and officials of the State Department previewed the NBC-TV color program, "Assignment: Southeast Asia," at a reception at the Mayflower Hotel here (Dec. 17) and praised it as an accurate and colorful portrayal of the region, its way of life and its aspirations.

"Assignment: Southeast Asia," a 90-minute film made on location with James Michener as guide and on-camera narrator, will be presented on NBC-TV Sunday, Dec. 22 (2:30-4 p.m., EST), in color and in black and white.

"Filmed with great imagination and understanding, and without a trace of condescension which mars many otherwise good documentaries filmed by Westerners in the East," commented M.D. Shahane, attache of the embassy of India. "The photography is beautiful and the selection of scenes shows vision," he continued.

"I lived myself in that area for nearly 20 years and felt 'at home' again," said David Ketel, first secretary of the Netherlands embassy. The emergence of Indonesia from Dutch rule is an element in the program.

(more)

A State Department official said, "The understanding approach manifested in this film is a valuable contribution to U.S. understanding of Southeast Asia."

Another State Department official concurred, "Technically excellent. This work should be effective in giving the general public some vivid impressions of people and places in that part of the world."

"Superb photography, excellent narration," said Raden Sumarjo, an Indonesian diplomat, "but most of all greatly educational. It gives the audience the fundamentals of thought, culture, religion and aspirations of the people of Southeast Asia."

"An excellent, sympathetic and comprehensive film," said T. Shimanouchi, Japanese diplomat.

"Pictorially exquisite, color extraordinary," was the comment of an editor of a leading national magazine.

To produce the program, an NBC team headed by producer-director Robert D. Graff traveled thousands of miles in six Southeast Asian countries -- Indonesia, Malaya, Thailand, Vietnam, Cambodia and Burma -- for three months of filming. Mr. Michener, author of "Tales of the South Pacific," "The Bridges of Toko-ri," and "Sayonara," accompanied the NBC film crew.

"Assignment: Southeast Asia" will be a presentation of NBC Special Projects, of which Henry Salomon, Jr., is director.

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NBC-New York, 12/19/57

December 19, 1957

TRAVEL MILEAGE ROLLS UP TO AMAZING FIGURES FOR NBC NEWS COMMENTATORS VISITING U.S.A. FOR "PROJECTION '58" TV AND RADIO PROGRAMS

When the first week of 1958 rolls past, seven of the most travelled people anywhere are going to be a group of NBC News foreign correspondents.

They're coming to New York right now from all parts of the world to take part in the network's year-end roundup, PROJECTION '58, on Sunday, Dec. 29 (NBC-TV and Radio; time not yet set).

But by the time they prop their feet up on their desks again early in January, they will have travelled some 75,000 miles altogether.

First, they'll journey about 32,000 miles in total to get here -- but that's just a start. After the full-hour show on Dec. 29, they swing right into a week of special NBC-TV appearances. These are scheduled 2:15-2:30 p.m., EST, Monday and Tuesday, Dec. 30 and 31, and Thursday and Friday, Jan. 2 and 3.

Next, they shove off in many directions to tell the NBC News story to lecture audiences in some 15 American cities. These little jaunts will add some 12,000 more miles to the log.

Then there are the return trips to New York, a group presentation at the Foreign Affairs Association luncheon in New York Jan. 9, a stopover in Washington Jan. 10--and journeys back to work at their regular ports.

(more)

"Travelingest" member of this group will be James Robinson, the Far East correspondent.

Robinson will leave from his Tokyo base, come home slowly through Southeast Asia (taking notes as he goes) arrive in New York, go back to Los Angeles and San Francisco on lecture appearances, come back East for the wind-up, and then go back to Tokyo -- some 20,000 miles all told.

Welles Hangen, the NBC News Middle East Correspondent, will leave the last trouble spot he was covering -- Amman, Jordan -- for the trip. Edwin Newman, the Mediterranean Area Correspondent, flies home from an assignment in Jerusalem. Irving R. Levine leaves Moscow.

Two other NBC News foreign correspondents -- Joseph C. Harsch, senior European correspondent, and Leif Eid, Paris Correspondent -- will be fresh from the NATO meetings in Paris. And Frank Bourgholtzer, Central European Correspondent, will come in from a tour of Iron Curtain countries.

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NBC-New York, 12/19/57

NBC TRADE NEWS

NBC-TV AND RADIO TO CARRY NATO REPORT BY EISENHOWER AND DULLES

A report on the NATO meeting by President Eisenhower and Secretary Dulles will be carried live, from the White House, on NBC Radio at 8:30 p.m., EST, Monday, Dec. 23.

A kinescope of the report will be televised on NBC-TV at 11:30 p.m., EST, that night.

NBC-New York, 12/19/57

NBC TELEVISION NEWS

JACK TRACY
ROOM 320

2 COPIES X-H

December 20, 1957

BOB HOPE'S (AND ALL-STAR TROUPE'S) TRADITIONAL GI HOLIDAY SHOWS OVERSEAS BEING FILMED FOR "BOB HOPE SHOW" TELECAST OF JAN. 17

Bob Hope will present his traditional GI holiday entertainment program on NBC-TV Friday, Jan. 17 (8-9 p.m., EST). The program is being filmed during current shows of Hope and his troupe in Hawaii, Korea, Okinawa, Japan, and with the 7th Fleet.

The BOB HOPE SHOW will be sponsored by the Plymouth Division of the Chrysler Corporation. N.W. Ayer & Son, Inc., is the agency.

As previously announced, the members of Hope's troupe include Jayne Mansfield, Erin O'Brien, Jerry Colonna, Hedda Hopper, Arthur Duncan, Mickey Hargitay and Les Brown and his orchestra. Hope's 17-year-old son Tony also is on the tour.

The current Hope junket marks the fourth consecutive season that the NBC comedy star has entertained GIs stationed at far-away bases at Christmas time. Last year Hope performed in Alaska. In earlier seasons, he presented shows in Iceland, Greenland and Labrador.

The Jan. 17 "Bob Hope Show" will be seen in the combined time spots of "The Court of Last Resort" (8 p.m., EST), and "The Life of Riley" (8:30 p.m., EST) on that date only.

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NBC TRADE NEWS

'TODAY' TO ORIGINATE AT WARM SPRINGS JAN. 2 AND 3
FOR START OF 'MARCH OF DIMES' CAMPAIGN

NBC-TV's TODAY will originate at Warm Springs, Ga., Thursday, and Friday, Jan. 2-3, in connection with the 20th anniversary of the National Foundation for Infantile Paralysis and the launching of the 1958 March of Dimes campaign.

The two-day program will include visits with prominent scientists, demonstrations of the Georgia Warm Springs Foundation's therapeutic work for paralytics, a filmed essay about Franklin Delano Roosevelt's "Little White House" at the Foundation, and choral groups and a top-ranked high school band. Also, a rendition of "Goin' Home" by Graham Jackson, one of FDR's musician friends, and the man who played that song at his funeral.

(See following schedule for details.)

NBC-New York, 12/20/57

NBC COLOR TELEVISION NEWS

NBC COLOR TELECAST SCHEDULE
Dec. 29 - Jan. 4 (EST)

Sunday, Dec. 29

8-9 p.m. -- THE STEVE ALLEN SHOW -- Guests are Margaret O'Brien, Peter Ustinov, Jerry Vale, Martha Davis and Spouse, and the comedy team of Elaine and Mike.

9-10 p.m. -- THE DINAH SHORE CHEVY SHOW -- Guests are Ann Miller, Fred MacMurray, Michigan State Choir, Ted Reid, and the Dixie Small Fry.

Monday, Dec. 30

1:30-2:15 p.m. -- THE HOWARD MILLER SHOW.

3-4 p.m. -- NBC MATINEE THEATER -- "The Invisible Man," starring Geoffrey Toone and Chester Stratton.

7:30-8 p.m. -- THE PRICE IS RIGHT -- With Bill Cullen as emcee.

Tuesday, Dec. 31

1:30-2:15 p.m. -- THE HOWARD MILLER SHOW.

8-9 p.m. -- THE GOBEL-FISHER SHOW -- Guests are Ernie Kovacs, Edie Adams, Shirley Harmer and dancer Barbara Bostock.

Wednesday, Jan. 1

11:45-1:45 p.m. -- 69TH TOURNAMENT OF ROSES PARADE -- From Pasadena, Calif., with Betty White and Bill Goodwin as commentators.

(more)

Wednesday, Jan. 1 (cont'd)

9-10 p.m. -- KRAFT TELEVISION THEATRE -- "The Battle for Wednesday Night," starring Jack Oakie, Rudy Vallee, Virginia Gibson and Earl Holliman.

Thursday, Jan. 2

1:30-2:15 p.m. -- THE HOWARD MILLER SHOW.

3-4 p.m. -- NBC MATINEE THEATER -- "A House With Golden Streets."

7:30-8 p.m. -- TIC TAC DOUGH -- With emcee Jay Jackson.

10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY -- The Modernaires with Paula Kelly are featured.

Friday, Jan. 3

1:30-2:15 p.m. -- THE HOWARD MILLER SHOW.

3-4 p.m. -- NBC MATINEE THEATER.

Saturday, Jan. 4

8-9 p.m. -- THE PERRY COMO SHOW -- Guests are Peggy Lee, Peter Lind Hayes and Mary Healy, The Four Lads, Roger Weyand and Roger Williams.

10:30-11 p.m. -- YOUR HIT PARADE -- With Jill Corey, Virginia Gibson, Tommy Leonetti and Alan Copeland.

PLEASE ADD TO DECEMBER COLOR SCHEDULE:

Saturday, Dec. 28 (9-10 p.m.) -- THE ARTHUR MURRAY PARTY.

THE FOLLOWING WILL APPEAR ON WRCA-TV ONLY:

Tuesday and Wednesday, Dec. 24 and 25 -- 10:30-11 p.m. -- "Silent Night" (film).

NBC-New York, 12/20/57

NBC TRADE NEWS

DIRECTOR AND GUESTS TO HAVE REUNION ON GEORGE GOBEL COLORCAST

It will be a real New Year's reunion for director Barry Shear and guest stars Ernie Kovacs and Edie Adams when he takes over the directorial assignment for one night on THE GEORGE GOBEL SHOW STARRING GEORGE GOBEL WITH EDDIE FISHER Tuesday, Dec. 31 (NBC-TV, 8-9 p.m., EST, in color and black and white).

Shear, ordinarily the director on "The Eddie Fisher Show," was associated with Kovacs for six years. He directed Kovac's half-hour show on NBC-TV on Jan. 19, 1957 in which the comedian did the entire program without dialogue.

The Dec. 31 colorcast will be produced by Harry Tugend.

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CORRECTION, PLEASE

Eight NBC News correspondents will take part in a Foreign Policy Association luncheon in New York Jan. 9 (not the Foreign Affairs Association, as incorrectly reported in the release dated Dec. 19, 1957).

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NBC-New York, 12/20/57

NEW YORK NEWS

DIRECTOR AND CONTRO TO DATE ROMANCE OF STORMS OCEAN COLORADO

It will be a real New Yorker Lenoir ice director Barry Wood and real tears Moore novel are only about when be taken over the directorial assignment for can right on THE GOODNE GUESS SHOW starring Conan Doyle with SUBP FLAMES Tuesday, Jan. 4 (WNC-TV, 8-9 p.m. CST, in color on Lorex and white).

Shows, ministerly the director on "The Daily Broker Show," has associated with Dorsey for gay years. He directed Novella Daily's hour show on WNC-TV on Jan. 12, 1957 in which the comedian did the entire program without dialogue.

The Doc. 14 colorcast will be produced by Harry Thomas.

CONTINUED SILENCE

Eight NBC News correspondents will take part in a Television Theatre Association Luncheon in New York Jan. 7 (not the Television Artists Association, as incorrectly reported in the release dated Jan. 4) (NCC).

NBC-New York, 12/30/57

JACK TRACY
ROOM 320

2 COPIES X-H

THE NBC WEEK-END RADIO SERVICE

'MONITOR' MANAGING EDITOR BURROUGHS ('BUCK') PRINCE
TO MAKE 'ROUND-THE-WORLD TOUR AUGMENTING RADIO
COVERAGE AND CONFERRING WITH NBC NEWSMEN

The foreign operations of NBC Radio's MONITOR will be expanded during a world tour by Burroughs ("Buck") Prince, managing editor for the weekend network program, it was announced today by Al Capstaff, executive producer of "Monitor."

Mr. Prince -- who will depart from New York, Thursday, Dec. 26 -- will make stops in Greece, India, Pakistan, Thailand, Malaya, New Zealand, Tahiti, the Fiji Islands and the Philippines to augment the corps of reporters supplying "Monitor" with a constant flow of up-to-date feature material from around the world.

In Australia, Mr. Prince will serve as representative for Al Capstaff during a series of conferences with the Australian 2GB Network, which has been broadcasting a "Monitor" program (in conjunction with the NBC production) for the past year.

During the tour, Mr. Prince will meet with present "Monitor" reporters and members of the NBC News staff in London, Rome, Paris, Bonn, Cairo, Hong Kong, Honolulu and on the West Coast.

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PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK
NBC-New York, 12/23/57

December 23, 1957

"TV-IN-THE-ROUND" TECHNIQUE TO BE USED FOR NBC'S "PROJECTION '58" NEWS REVIEW AND FORECAST SHOW

A special "TV-in-the-round" set will be used when NBC News presents PROJECTION '58 (NBC-TV and Radio, Sunday, Dec. 29, time to be announced). It is believed to be the first use of this technique for a news commentary show.

A television camera will be located in the middle of the set. As the camera pivots on a 360-degree axis, it will pick up 12 NBC News correspondents seated in a large circle.

Behind each correspondent, a translucent screen will be used to project material relating to the correspondent's comments. The revolving camera will thus be able to swing easily from anchorman Chet Huntley to each of the correspondents and to their illustrative material.

Besides the practical value of handling the group of newsmen and the illustrations, the unusual set will also symbolize the 'round-the-world nature of the events covered.

Huntley and the 11 other NBC News correspondents will discuss the major news events of the past year and project trends into 1958 in the hour-long program.

(more)

Veteran NBC scenic designer Hjalmar Hermanson created the "Projection '58" set.

Hermanson said it will have a diameter of approximately 40 feet. Eleven of the correspondents will sit on slightly elevated platforms around a circle with a 20-foot radius. Huntley will stand at the top of the circle so that he may move among the correspondents and the illustrative material. The revolving camera will thus be 10 feet away from any given man.

Four other TV cameras will be used besides the camera in the circle. These will give overall shots by shooting down over the translucent illustrative screens. They will also be able to give close-up shots by shooting through holes in the wall holding the screens. The set will be located in NBC's Radio City studios in New York.

Hermanson has also designed the sets for NBC News' "Outlook" show and "NBC News" ("The Huntley-Brinkley Report"), both over NBC-TV. He has been a set designer for 30 years.

Foreign correspondents taking part in the show will be: Frank Bourgholtzer, Central European Correspondent (Vienna headquarters); Leif Eid, Paris Correspondent; Joseph C. Harsch, Senior European Correspondent (London); Welles Hangen, Cairo Correspondent; Irving R. Levine, Moscow Correspondent; Edwin Newman, Mediterranean Area Correspondent (Rome); and James Robinson, Far East Correspondent (Tokyo).

NBC News domestic correspondents participating are: Martin Agronsky, David Brinkley and Robert McCormick, all from the Washington Bureau; John Chancellor, Chicago, and Huntley, New York.

(more)

The seven foreign correspondents will make an extensive lecture tour, spreading out to 15 American cities, during their stay here.

Their lectures will culminate in a joint appearance, with Huntley, before a special luncheon of the Foreign Policy Association in New York, Jan. 9. John W. Nason, president of the association, will preside.

The foreign correspondents will also take part in a series of NBC News shows over NBC-TV entitled the NBC NEWS HOT SEAT. The shows will be seen from 2:15-2:30 p.m., EST, on Dec. 30 and 31 and Jan. 2 and 3.

Chet Hagan is the producer of "Projection '58" and Robert Priaulx is the director.

William R. McAndrew, Director of NBC News, is in overall charge of the production.

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NBC-New York, 12/23/57

Attention, Sports Editors

NBC-TV AND RADIO TO COVER LIONS-BROWNS BATTLE FOR PRO FOOTBALL TITLE DEC. 29

The Detroit Lions, newly crowned Western Conference champions, will battle the Cleveland Browns, the Eastern Conference titleholders, for the National Football League Championship at Detroit's Briggs Stadium Sunday, Dec. 29, to be covered by NBC-TV and NBC Radio. Starting time on TV and radio will be 1:45 p.m., EST, 15 minutes before kickoff.

This will be the fourth time in six years that Cleveland and Detroit are the foes in the NFL Championship game. Detroit won in 1952 (17-7) and 1953 (17-16), and Cleveland gained a measure of revenge in 1954 (56-10). The Browns are appearing in the title contest for the seventh time in eight years. In six regular season and title games between the teams, the Lions hold a 5-1 edge, including a 20-7 victory this season.

Detroit won the division crown Dec. 22 by defeating the San Francisco Forty-Niners, 31-27, in a playoff game. The Lions rallied in the second half from a 7-27 deficit. Fullback Tom Tracy scored two touchdowns, and quarterback Tobin Rote connected on 16 of 30 passes for 214 yards. The Lions also have the league's fourth leading rusher in fullback John Henry Johnson.

Cleveland has the league's rushing champion, fullback Jim Brown, who gained 942 yards to win NFL all-star and rookie-of-the-year honors. The Browns boast the league's top passer in Tommy O'Connell, who gained 1,229 yards on 63 completions, and the co-leader in scoring in Lou Groza, whose 77 points included 15 field goals.

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NBC-New York, 12/23/57

NBC RADIO NEWS

SECRETARY BENSON AND MEMBERS OF HOUSE AND SENATE TO PARTICIPATE IN SPECIAL RADIO PROGRAM, 'CONGRESS FACES THE FARMER'

Secretary of Agriculture Ezra T. Benson will participate in a special NBC News show entitled CONGRESS FACES THE FARMER over NBC Radio from 9:30-10 p.m., EST, Monday, Jan. 6. He will give the final statement on the program.

Five farm editors from NBC affiliate stations in various portions of the country will obtain questions in advance from farmers. During the program, these questions will be taped and played to members of the Senate and House agricultural committees. They will then give their answers on these vital farm issues.

NBC News correspondent Richard Harkness, who handles the "Washington Farm Report" over NBC Radio Monday through Friday, will be the narrator of the special program.

The Ralston-Purina Co. will sponsor the program through the Gardner Advertising Agency of St. Louis, Mo.

Arthur Wakelee is the producer for NBC News. (This program will pre-empt the last half-hour of NIGHTLINE on this date only.)

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NBC-New York, 12/23/57

NBC COLOR TELEVISION NEWS

BOB VAN SCOYK--MAN WITH CONSIDERABLE TV EXPERIENCE--IS AUTHOR OF FICTIONAL PROGRAM-RATING 'BATTLE' DRAMA ON 'KRAFT THEATRE'

"The Battle for Wednesday Night" is a fictional behind-the-scenes drama of television written by Bob Van Scoyk -- a man of considerable experience in the video field.

The drama -- as previously announced -- will be colorcast on KRAFT TELEVISION THEATRE Wednesday, Jan. 1 (NBC-TV, 9 p.m., EST) with Jack Oakie, Rudy Vallee and Virginia Gibson starring and Earl Holliman as special guest star. The story deals with a duel for program-rating supremacy between competitive TV programs.

Van Scoyk has been writing for major television personalities for over five years -- among them Jackie Gleason, Garry Moore, Herb Shriner, Paul Winchell, Imogene Coca and Johnny Carson. He also wrote special material for "New Faces of 1956." He is a native of Dayton, Ohio, and wrote for the Dayton Daily News. This is his second original play for "Kraft TV Theatre."

NBC-New York, 12/23/57

NBC RADIO NETWORK NEWS

December 23, 1957

NBC RADIO TO WELCOME 1958 WITH COVERAGE OF CELEBRATIONS AND MUSIC ACROSS THE U.S. AND IN FOREIGN LANDS

NBC Radio will greet 1958 with broadcasts of New Year's Eve celebrations from New York City's Times Square, many of the country's top nightspots and from England, Germany and Moscow from 10:05 p.m. Dec. 31, to 4 a.m., EST Jan. 1.

Ben Grauer will be in Times Square before midnight to cover the New Year's Eve welcome.

From behind the Iron Curtain, the celebration activities at the National Hotel Cafe, Moscow, will be broadcast.

In addition, visits will be made to top nightspots in New York City, Chicago, Washington, Hollywood, Balboa Beach and abroad in Baden-Baden, Germany, and London.

From New York City, direct broadcasts are scheduled from the Birdland for the music of Count Basie and his Orchestra, from the Statler Hotel for music by Les and Larry Elgart, from the Roosevelt Hotel, with the orchestra of Guy Lombardo; and with Teddy Wilson and Eddie Heywood at the Embers, Billy Maxted at Nick's, Marian McPartland at the Hickory House and Billy Taylor at the Composer.

(more)

In Washington, D.C., NBC Radio microphones will visit the Shoreham Hotel for the music of Richard Maltby and his orchestra. In Chicago's famed Blue Note, Duke Ellington and his orchestra will join the festivities, as will Dorothy Donegan from the London House and Teddi King from Mr. Kelly's.

Les Brown and his Band of Renown will welcome the New Year from Hollywood's Palladium, and Stan Kenton and his orchestra from Balboa Beach, Calif.

Ted Heath and his Orchestra will be heard from London, through the cooperation of the British Broadcasting Company. Eddie Sauter and his Orchestra will be heard during a broadcast from Baden-Baden, Germany.

The schedule of Broadcasts is as follows:

10:05 to 10:30 PM	Richard Maltby and His Orchestra from the Shoreham Hotel in Washington, D.C.
10:30 to 11:00 PM	Guy Lombardo and His Orchestra from the Grill Room of the Roosevelt Hotel in New York City.
11:00 to 11:05 PM	NBC NEWS-ON-THE-HOUR.
11:05 to 11:15 PM	Teddy Wilson from the Embers, New York City.
11:15 to 11:30 PM	Eddie Heywood from the Embers, New York City.
11:30 to 11:56 PM	Billy Maxted from Nick's, New York City.

(more)

11:58 PM to 12:03 AM	Ben Grauer describing the New Year's celebration in Times Square, New York City.
12:03 to 12:30 AM	Count Basie and His Orchestra from Birdland, New York City.
12:30 to 12:55 AM	Les and Larry Elgart and their Orchestra from the Statler Hotel, New York City.
12:58 to 1:20 AM	Duke Ellington and His Orchestra from Chicago's famed Blue Note.
1:20 to 1:30 AM	Dorothy Donegan from the London House in Chicago.
1:30 to 1:40 AM	Teddi King from Mr. Kelly's, Chicago.
1:40 to 1:50 AM	Marian McPartland from the Hickory House in New York City.
1:50 to 2:00 AM	Billy Taylor Trio from the Composer, New York City.
2:00 to 2:05 AM	NBC NEWS-ON-THE-HOUR
2:05 to 2:30 AM	Eddie Sauter and His Orchestra from Baden-Baden, Germany.
2:30 to 2:45 AM	Ted Heath and his Orchestra from London.
2:45 to 3:15 AM	Les Brown and His Band of Renown from the Palladium in Hollywood.

(more)

3:15 to 3:30 AM	Celebration activities from the National Hotel Cafe, just off Red Square, Moscow.
3:30 to 3:55 AM	Stan Kenton and His Orchestra from Balboa Beach, Calif.
3:55 to 4:00 AM	NBC NEWS-ON-THE-HOUR.
4:00 AM	NBC Radio Network Sign-off.

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NBC-New York, 12/23/57

JACK TRACY
ROOM 320

TRADE NEWS

2 COPIES X-H

December 24, 1957

$3,000,000 GROSS BUSINESS PLACED WITH NBC-TV DAYTIME PROGRAMS BY FOUR ADVERTISERS

Three million dollars in gross business has been placed with NBC-TV's daytime programs by four advertisers, it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

Fifty-two week purchases on four programs by the Corn Products Refining Company highlight this latest upswing in new and renewal daytime business.

Corn Products has placed a new order calling for the sponsorship of the first quarter-hour segment on alternate Fridays of THE PRICE IS RIGHT (Monday through Friday, 11-11:30 a.m., EST). In addition, the advertiser has renewed sponsorship of the second 15-minute segment on alternate Wednesdays and alternate Fridays of IT COULD BE YOU (Monday through Friday, 12:30-1 p.m., EST); an alternate Wednesday quarter-hour segment of NBC MATINEE THEATER (Monday through Friday, colorcasts, 3-4 p.m., EST) and the second 15-minute segment on alternate Wednesdays and alternate Fridays of QUEEN FOR A DAY (Monday through Friday, 4-4:45 p.m., EST). The Friday sponsorships are effective Jan. 10 and the Wednesday sponsorships are effective Jan. 15.

(more)

Other advertisers placing new orders are:

Van Camp Sea Food Company, Inc., for its Chicken of the Sea tuna, has ordered the first 15-minute segment of IT COULD BE YOU and the first quarter-hour segment of QUEEN FOR A DAY, both on alternate Wednesdays over a 52-week period starting Jan. 8.

The H.W. Gossard Company has ordered alternate Friday, 12-12:15 p.m. segments of TIC TAC DOUGH (Monday through Friday, 12 Noon-12:30 p.m., EST) starting Feb. 14.

The Mentholatum Company, Inc., has ordered alternate Monday, 10:30-10:45 a.m. segments of TREASURE HUNT (Monday-through-Friday, 10:30-11 a.m., EST) starting Jan. 20.

The advertising agency for Corn Products Refining Co. is the C.L. Miller Company, Inc.; Erwin Wasey, Ruthrauff and Ryan, Inc., is the agency for Van Camp Sea Food; Edward H. Weiss and Company represents H.W. Gossard, and the J. Walter Thompson Company is the agency for Mentholatum.

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NBC-New York, 12/24/57

NBC TELEVISION NEWS

December 24, 1957

'WORLD ON WHEELS'--STORY OF AMERICAN AUTOMOBILES AND PEOPLE WHO MAKE AND DRIVE THEM--TO BE TOLD ON 'WIDE WIDE WORLD'

"World on Wheels," which will tell the high-powered, free-wheeling story of American automobiles and the people who make and drive them, will be presented on WIDE WIDE WORLD Sunday, Jan. 5 (NBC-TV, 4-5:30 p.m., EST).

The 90-minute show will start with the covered wagons that were the first wheeled vehicles to push across the country and will finish with an experimental, turbine-powered, radar-directed motorcar traveling the electronic highway of the future.

The program will cover small-town byways as well as big-city freeways. It will show the creation of an automobile from the style

(more)

Note to Editors:

The NBC Daily News Report will not be published Wednesday, Dec. 25. Publication will be resumed Thursday, Dec. 26.

expert's first rough sketch to the highly-polished job that rolls off a mile-long assembly line.

"We want to see how the contraption that was called the horseless carriage has changed the lives of all of us," says producer Herbert Sussan. "We'll have a glimpse of yesterday, a long look at today and a preview of tomorrow."

"Wide Wide World" is supervised by executive producer Barry Wood and sponsored by General Motors, which is currently celebrating its 50th anniversary.

Dave Garroway, host of the program, will guide viewers to these locations:

To Hannibal, Mo., the hometown of Mark Twain, to see how the motorcar has shaped the life of a small-town and test the truth of the remark that America has more cars than bathtubs because "you can't ride a bathtub to town."

To Flint, Mich., to visit the city that has made more motor vehicles than any other and to watch people descended from almost every nation in the world celebrate the anniversary of their industry.

To Los Angeles -- which has enough cars to let everybody sit in the front seat -- to watch police handle a "Sig Alert" for a Freeway traffic jam that can back up cars at the rate of a mile a minute.

To an auto plant in Flint to see the world's longest assembly line in action and to observe the "mechanical monster" from the viewpoint of the men who feed it.

(more)

speed's first rough sketch to new highly-realistic two hour film of mile-long amazing line.

"We want to see how the contraption that we called the medium-average has changed the lives of all of us," says producer Robert Dunham. "We'll have a glimpse of yesterday, a sec look at today and a preview of tomorrow."

"Wide Wide World" is nurtured by executive producer Barry Wood and sponsored by General Mills, which is currently celebrating its 50th anniversary.

Dave Garroway, host of the program, will visit viewers in three locations:

To Hannibal, Mo., the location of Mark Twain, to see how the motorcar has changed the life of a small-town and test the truth of the remark that America has more cars than bathtubs because "you can't ride a bathtub to town."

To Flint, Mich., to visit the city that has made more motor vehicles than any other and to watch people displaced from almost every nation in the world celebrate the anniversary of their industry.

To Los Angeles -- which has enough cars to let everybody sit in the front seat -- to watch police handle a "Big Alert" for a Freeway traffic jam that can back up cars at the rate of a mile a minute.

To an auto plant in Flint to see the world's longest assembly line in action and to observe the "mechanical monster" from the viewpoint of the man who feed it.

(more)

To Phoenix, Ariz., where pupils in the first three grades of elementary school learn highway safety by driving miniature cars on miniature streets, complete with signs, crosswalks and "police officers."

To Warren, Mich., to visit an automotive research and styling center and see the development of a car of the future, from drawing board to the finished prototype that will steer itself along a stretch of the "Highway of Tomorrow."

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NBC-New York, 12/24/57

In Lincoln, Ala., were pupils in the first three grades of elementary school learn highway safety by driving miniature cars on miniature streets, complete with signs, crosswalks and "police officers."

In Warren, Mich., to visit an automotive research and styling center and see the development of a car of the future, from drawing board to the finished prototype that will enter itself along a stretch of the "Highway of Tomorrow."

MBO-New York, 12/24/57

NBC COLOR TELEVISION NEWS

December 24, 1957

WINNERS OF 'LOOK' MAGAZINE TV AWARDS WILL RECEIVE HONORS ON PRIZE-WINNING 'PERRY COMO SHOW'; HELEN TRAUBEL AND KAY THOMPSON TO BE GUEST STARS

Perry Como will present a New Year's show with the winners of Look magazine's annual television awards, and guest stars Kay Thompson and Helen Traubel, on the prize-winning PERRY COMO SHOW Saturday, Dec. 28 (NBC-TV colorcast, 8-9 p.m., EST).

Robert W. Sarnoff, President of NBC, will present a Look award to Como, whose program was selected as the musical series that "best demonstrated variety, originality and excellence."

Como will present the honors to all the other winners, who will appear on the show from New York and by live remote pickup from the West Coast. Appearing from NBC-TV's Ziegfeld Theatre in New York where the "Perry Como Show" originates, will be Steve Allen for "best variety series" ("Steve Allen Show"); William Warfield for "best dramatic show" ("Green Pastures" colorcast on "Hallmark Hall of Fame"); Jack Paar for "best novelty series" ("Tonight"); Alistair Cooke for "best educational series" ("Omnibus"); Bishop Fulton J. Sheen for "best religious series" ("Life Is Worth Living"); Alfred Hitchcock for "best (half-hour) dramatic series" ("Alfred Hitchcock

(more)

Presents"); Maurice "Doberman" Gosfield for "best (situation) comedy series" ("Phil Silvers Show"); Garry Moore for "best quiz or panel series" ("I've Got a Secret"); and Edward R. Murrow for "best public affairs series" ("See It Now").

Appearing by live remote pickup from Hollywood will be Mel Allen for "best sports series" ("The World Series") and "best special program" ("The World Series"); Jack Benny for "best (straight) comedy series" ("The Jack Benny Program"); Mickey Rooney for "best (hour or more) dramatic series" ("Playhouse 90"); Bing Crosby for "best musical show" ("The Edsel Show"); and Jerome Courtland for "best children's series" ("Disneyland").

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NBC-New York, 12/24/57

December 24, 1957

TIMES ANNOUNCED FOR "PROJECTION '58," NEWS REVIEW AND FORECAST PROGRAMS ON NBC TELEVISION, AND RADIO SUNDAY, DEC. 29--

BRIEF SKETCHES OF TWELVE FEATURED PARTICIPANTS

PROJECTION '58 will be seen at 6 to 7 p.m., EST, Sunday, Dec. 29 on the NBC-TV network, William R. McAndrew, Director of NBC News, announced today.

The program will also be broadcast that same day on NBC Radio from 6:30-7:30 p.m., EST, Mr. McAndrew said.

"Projection '58" is a year-end roundup featuring 12 NBC News correspondents.

Television and radio productions of the program will be separate. The radio version -- on tape -- will include additional discussion material to supplement portions of the television presentation devoted to visual material.

The same personnel will be involved in both shows. NBC News commentator Chet Huntley will be anchorman for the shows. The programs will originate from the NBC Studios, Rockefeller Center, New York.

Starting times for the separate programs were delayed until the opponents in the professional football championship game of Sunday, Dec. 29 were decided, Mr. McAndrew explained.

(more)

NBC-TV and NBC Radio will cover the game -- between the Cleveland Browns and the Detroit Lions -- starting at 1:45 p.m., EST, Sunday.

NBC News foreign correspondents taking part in the program will be:

Frank Bourgholtzer, Central European Correspondent (Vienna headquarters); Leif Eid, Paris Correspondent; Joseph C. Harsch, Senior European Correspondent (London); Welles Hangen, Middle East Correspondent (Cairo); Irving R. Levine, Moscow Correspondent; Edwin Newman, Mediterranean Area Correspondent (Rome); and James Robinson, Far East Correspondent (Tokyo).

Correspondents from NBC News domestic bureaus participating are Martin Agronsky, David Brinkley and Robert McCormick, all Washington; John Chancellor, Chicago, and Huntley, New York.

Chet Hagan is the producer of "Projection '58" and Robert Priaulx, director.

Here are the career highlights of the NBC News correspondents taking part in "Projection '58":

MARTIN AGRONSKY -- Peabody Award winning reporter in 1952. Has covered major assignments from Spanish Civil War to the present. Joined NBC in 1940, left in 1943, rejoined this year. Does "Look Here" show over NBC-TV, and NBC News assignments. Age; 42.

FRANK BOURGHOLTZER -- An 11-year veteran with NBC News, has covered the White House for six years, 1947-53, then Paris and Bonn for two years each and now Central Europe. Started on Indiana papers and worked on Wall Street Journal before NBC News. Age; 38

(more)

[illegible] and [illegible] Lewis will cover the year -- between the [illegible] [illegible] and the latter's alone -- starting in [illegible] [illegible] [illegible].

[illegible] [illegible] [illegible] [

DAVID BRINKLEY -- Appears Monday-through-Friday on "NBC News" (subtitled "the Huntley-Brinkley Report"). Joined NBC News in 1943, has served in many news capacities. Won wide acclaim for his 1956 political convention coverage. Handled Queen Elizabeth's visit and NATO summit meeting assignments this year. Age; 37.

JOHN CHANCELLOR -- Has handled top domestic stories in seven-year career with NBC. Covered 1956 conventions and Little Rock school integration story. National Sigma Delta Chi award winner in 1955. Age; 30.

LEIF EID -- Veteran 20-year man with NBC News. Worked in Washington for 13 years, covering White House and Capitol Hill. Took over Paris post in 1955, directed coverage of recent NATO meeting. Age; 48.

WELLES HANGEN -- NBC News' youngest overseas correspondent, age 27. Joined NBC year ago after seven years with the New York Times, including two years Army duty during Korean War. Has worked in Bonn and Moscow.

JOSEPH C. HARSCH -- Seasoned author, columnist and newsman with quarter-century experience. Became NBC News staffer in 1952; has covered Big Four talks at Geneva, NATO conference in Paris and many other major stories in Europe. Winner of Alfred I. duPont Award in 1952. Age; 52.

CHET HUNTLEY -- Editor of "Outlook" and appears Monday-through-Friday nights with Brinkley on "NBC News" (subtitled "The Huntley-Brinkley Report"). Winner of Peabody Awards in 1942 and 1953, duPont Award in 1956. Joined NBC in 1955 after extensive network experience elsewhere. Age; 46.

(more)

IRVING R. LEVINE -- NBC News' man in the Moscow "hot spot" since August, 1955. Before that, covered Korean War for NBC and was a New York commentator. With INS, did extensive work in Europe and Far East. Has been with NBC five years; did 10 years news work in all. Age; 36.

ROBERT McCORMICK -- Newsman with world-wide experience. Headed NBC News' Central Pacific Bureau during World War II. Directed NBC's coverage of Big Four Ministers' and summit meetings at Geneva. Took part in NATO Paris coverage. Began career as Washington newsman in 1930. Joined NBC 1942. Age; 46.

EDWIN NEWMAN -- Far-roving NBC Newsman, has travelled from Kenya to Iceland on assignments. Joined NBC in 1952 in London. Big stories have included Coronation of Queen Elizabeth in 1953, British elections in 1955 and Bermuda Conference this year. Age; 38.

JAMES ROBINSON -- An Asiatic scholar with long experience in the Far East. Studied and taught in Chinese universities before Reds took over. Has worked in every part of Asia. Joined NBC in 1952, covered Korean and Indo-China Wars. Age; 35.

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NBC-New York, 12/24/57

NBC-TV NEWS

TEN YOUNG WINNERS SELECTED (OUT OF 207,390 ENTRIES) IN "HOWDY DOODY" SMILE CONTEST COMING TO N.Y. TO JOIN IN SHOW'S 10TH ANNIVERSARY

The ballots are in and counted, and the 10 winners of the HOWDY DOODY smile contest have been announced.

Out of 207,390 entries, the following children have been selected winners, and will appear on the "Howdy Doody" telecast on its 10th anniversary program Saturday, Dec. 28 (10-11 a.m., EST):

Tamre "Tammy" Marihugh
942 No. Van Nesse Ave.
Hollywood, Calif.

Trudy Donovan
7 Seaview Ct.
Bayonne, N.J.

Charles Ebbets
5201 Southwest 5 Terrace
Miami, Fla.

Andy Abrams
1320 Stewart Ave.
Wannemasse, N.J.

Dolores Davila
1526 Main Dr.
Corpus Christie, Texas

Kathy Irby
Box 268
Nocatee, Fla.

"Dutch" Norman
Rt. 2,
Temple, Texas

Alan D. Walters
53 Douglas
Pearl River, N.Y.

Mary Jo Clapp
526 So. Showassee St.
Owosso, Mich.

Charles L. Woods, Jr.
Box 246
Ozark, Ala.

The 10 winners will each receive a $1,000 savings bond, a set of the Encyclopedia Britannica Junior, an electrically driven sidewalk truck, and an expense-paid trip to New York City.

(more)

[illegible]

[illegible] WINNERS SELECTED (OVER OF $27,500 DISTRIBUTED) IN "BLOOD BOOKS" [illegible] DRIVE TO [illegible] TO SHOW [illegible]

The ballots are in and counted, and the 12 winners of the [illegible] BOOKS awards contest have been announced.

Out of 207,300 ballots, the following [illegible] have been [illegible] winners, and will appear on the "Honor Roll" [illegible] the 1953 Anniversary program [illegible] (12-14 [illegible], 1953):

[illegible] "Blood" [illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	"[illegible]" [illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]

The 12 winners will each receive a $1,000 savings bond, a [illegible] of the Encyclopedia Britannica Junior, an [illegible] [illegible] [illegible] trips, and an accompanied trip to New York City.

(more)

This program marks the 10th anniversary of "Howdy Doody," as well as the 2,200th performance of the show.

Ballots are being distributed throughout the country so the nation's small fry can vote for a top winner from the ten lucky youngsters.

"Howdy Doody," produced by Roger Muir, and starring Howdy and Buffalo Bob Smith is telecast Saturdays over NBC 10-10:30 a.m., EST. NOTE: The Dec. 28 anniversary telecast only will be one hour in length, 10-11 a.m.

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NBC-New York, 12/24/57

The question remains the 1984 anniversary of "Young Pioneer," to which on the 5,000th birthdays of the event.

Ballots are being distributed throughout the country so the majority of the 100 [illegible] for 5 [illegible] from the [illegible] [illegible].

"Young Pioneer," [illegible] by [illegible] Kelly, and starring [illegible] [illegible] [illegible]

KICK-OFF LUNCHEON FOR FOREIGN POLICY ASSOCIATION'S 1958 GREAT DECISIONS PROGRAM WILL FEATURE EIGHT NBC NEWS CORRESPONDENTS; CHET HUNTLEY TO MODERATE EVENT

A kick-off luncheon for the Foreign Policy Association's 1958 Great Decisions program will feature eight NBC News correspondents Thursday, Jan. 9.

John W. Nason, president of the association, will preside at the affair. It will be held at the Waldorf-Astoria Hotel in New York.

The NBC correspondents will be among those taking part in NBC News' PROJECTION '58 television and radio programs Sunday, Dec. 29 (NBC-TV, 6 to 7 p.m., EST; NBC Radio, 6:30 to 7:30 p.m., EST). "Projection '58" will review the news highlights of the past year and project news trends in the coming year.

The special Foreign Policy Association luncheon program will not be telecast or broadcast.

Chet Huntley, anchorman for "Projection '58," will be moderator for the luncheon program. The seven other NBC News correspondents taking part in the affair are: Frank Bourgholtzer, Central European correspondent; Leif Eid, Paris correspondent; Joseph C. Harsch, Senior European correspondent; Welles Hangen, Middle East correspondent; Irving R. Levine, Moscow correspondent; Edwin Newman, Mediterranean Area correspondent; and James Robinson, Far East correspondent.

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NBC-New York, 12/24/57

BBC-TV to Introduce New Programmes

Science Fiction Series and Regional Light Opera Among Contributions Over Twelve to Advance Event

A television version for the Dunkirk Film Association's Short Documentary Competition will feature prizes and some noteworthy Tuesday, Jan. 9.

John R. Mason, president of the association, will preside at the ceremony. It will be held in the Dunkirk-Lakeside Theatre in the town.

The BBC correspondents will be among those taking part in the annual discussion and television, the radio versions [illegible] "BBC-TV, 6 to 7 p.m., BBC: BBC Series, 1937 to 1967 [illegible] Television (BC) will review the [illegible] and [illegible] news trends in the coming year.

The special Sunday Dunkirk Association [illegible] will be released on Sunday.

Chet Huntley, anchorman for "Television USA," will be [illegible] for the Lakeside program. The series [illegible] been [illegible] having been in the air-time area: Jean Sauvage, [illegible] [illegible] correspondent; Jail Ed, Paris correspondent; Lorna C. [illegible] Italian European correspondent; Walter Hooper, [illegible] [illegible]; Irving T. Levine, Russia correspondent; Edwin [illegible] [illegible] and [illegible]; Jan Jones [illegible], for [illegible] [illegible].

NBC TELEVISION NEWS

December 24, 1957

GRID CLASSICS, 'ROSE PARADE,' NEWS REVIEW-FORECAST, AND SPECIAL HOLIDAY OBSERVANCES BY TOPFLIGHT STARS AMONG NEW YEAR'S FEATURES ON NBC-TV

Traditional football classics, a special NBC News program -- "Projection '58," the annual "Tournament of Roses Parade," a "New Year's Eve Party" show and regularly scheduled programs with holiday themes will mark NBC-TV's year-end activities and salutes to 1958. Many features will be telecast in color and black and white.

NBC News' full-hour "Projection '58" program Sunday, Dec. 29 (NBC-TV 6 p.m., EST; NBC Radio 6:30 p.m., EST) will feature 12 NBC News correspondents seven from overseas who will review significant events of 1957 and project the trend of news in the coming year.

Following is the schedule of NBC-TV's regular and special programs which will herald the New Year (All Times EST):

SATURDAY, DEC. 28

1:45 P.M. 20TH ANNUAL BLUE-GRAY ALL-STAR FOOTBALL GAME at Cramton Bowl, Montgomery, Ala.

(more)

4:45 P.M. 33RD ANNUAL EAST-WEST SHRINE GAME at Kezar Stadium, San Francisco, Calif.

8 P.M. THE PERRY COMO SHOW colorcast will offer a New Year's theme with the winners of Look magazine's annual television awards and guest stars Kay Thompson and Helen Traubel. Perry will sing "Auld Lang Syne."

Robert W. Sarnoff, President of NBC, will present a Look award to Como, whose program was selected as the musical series that "best demonstrated variety, originality and excellence."

9 P.M. ARTHUR MURRAY PARTY, a special one-time colorcast with a roster of noted guest stars including Paul Winchell and Jerry Mahoney, June Havoc, Farley Granger, Gloria de Haven, Tallulah Bankhead, Paul Hartman, Gertrude Berg, Walter Slezak, Bil and Cora Baird, Sarah Vaughan and Hedy Lamarr, who will join Kathryn and Arthur Murray for a program of comedy, dance and musical variety.

SUNDAY, DEC. 29

1:45 P.M. NATIONAL FOOTBALL LEAGUE CHAMPIONSHIP between the Detroit Lions and the Cleveland Browns at Detroit's Briggs Stadium.

(more)

SUNDAY, DEC. 29 (CONT'D)

6 P.M. PROJECTION '58 will review the year's significant events international and domestic -- and project the trend of news into the coming year. Participating will be 12 NBC News foreign and domestic correspondents. Coming to New York are Frank Bourgholtzer (Vienna), Leif Eid (Paris), Joseph Harsch (London), Welles Hangen (Cairo), Irving R. Levine (Moscow), Ed Newman (Rome) and Jim Robinson (Tokyo). Domestic correspondents are Martin Agronsky, David Brinkley, John Chancellor, Robert McCormick and Chet Huntley (NBC commentator and editor of "Outlook" who will be anchor man). "Projection '58" will be presented on NBC Radio from 6:30-7:30 p.m., EST.

8 P.M. THE STEVE ALLEN SHOW colorcast will present guests Peter Ustinov, Margaret O'Brien, Jerry Vale, Martha Davis and Spouse, and Elaine and Mike. Steve, Ustinov and the show's "regulars" -- Don Knotts, Tom Poston and Louis Nye -- will join forces in a skit about New Year's Eve in Times Square. Steve also will give a monologue of tongue-in-cheek New Year predictions.

(more)

SUNDAY, DEC. 29 (CONT'D)

9 P.M. DINAH SHORE CHEVY SHOW colorcast will present Dinah and her guests: Ann Miller, Bill Hollingsworth and his Dixie Small Fry, Michigan State University Men's Glee Club, Ted Reid, and special guest Fred MacMurray.

MONDAY, DEC. 30

10 P.M. THE TIMEX ALL-STAR JAZZ SHOW will have the theme of "jazz is fun!" Steve Allen will be emcee with headliners Louis Armstrong and his All-Stars, Woody Herman and his Third Herd, the Gene Krupa Trio with Charlie Ventura, Jack Teagarden, Bobby Hackett, June Christy, Cozy Cole, Carmen McRae, the Dave Brubeck Quartet with Paul Desmond, Duke Ellington and his orchestra.

TUESDAY, DEC. 31

7 A.M. TODAY. Dave Garroway will show reproductions of calendars from 5,000 years ago to those of today. Helen O'Connell and Jack Lescoulie will tell which teams they expect to win in the year-end football bowl games.

8 P.M. GEORGE GOBEL SHOW STARRING GEORGE GOBEL WITH EDDIE FISHER colorcast. Guests Ernie Kovacs and Edie Adams have opposing ways of spending New Year's Eve and involve their friends --

(more)

TUESDAY, DEC. 31 (CONT'D)

8 P.M. (CONT'D) — the George Gobels -- and are joined by Fisher in New Year's Eve revelry.

9:30 P.M. — THE BOB CUMMINGS SHOW. Chuck (Dwayne Hickman) outsmarts his uncle, Bob Collins (Bob Cummings) and wins Bob's car for a New Year's Eve date.

11:15 P.M. — TONIGHT. French chanteuse Genevieve and comedians Carole Burnett and Alice Pearce join host Jack Paar in welcoming the New Year.

1 A.M. — NEW YEAR'S EVE PARTY. A special show with Howard Miller as emcee from the Pump Room of Chicago's Ambassador East Hotel, with David Le Winter's Orchestra and vocalist Teddi King. Festivities will include entertainment by the Dukes of Dixieland, Bob Hahn and Larry Retlinger (two barrelhouse pianists), a group of waitresses from The Gaslight in Chicago, the Mello Larks, folk singer Josh White and singer-pianist Al Morgan.

WEDNESDAY, JAN. 1

7 A.M. — TODAY. Dave Garroway and the show's stars will discuss Jan. 1, "a date which has been moved around during the past," Kokomo Jr., the chimpanzee star, will demonstrate one of his New Year's resolutions.

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[illegible] (cont'd)

[illegible] (cont'd)

[illegible] Lt. Colonel [illegible] -- not was [illegible] by [illegible] in Ben Jacob's Ben Jacobery.

[illegible] 2:24 p.m. [illegible] 1984. Moody (having [illegible]) [illegible] Kit. [illegible] Jail's [illegible] (Bel. [illegible]) [illegible] Jacob's [illegible] for a [illegible] Ben Jacob's [illegible].

[illegible] 2:25 p.m. [illegible]. Prison [illegible] [illegible] and [illegible] [illegible] [illegible]

WEDNESDAY, JAN. 1 (CONT'D)

11:30 A.M.	TOURNAMENT OF ROSES PARADE PREVIEW. Jimmy Wallington will interview celebrities and parade personnel on Orange Grove Ave., Pasadena, Calif.
11:45 A.M.	TOURNAMENT OF ROSES PARADE colorcast, with Betty White and Bill Goodwin as commentators of the world's outstanding floral extravaganza.
1:45 P.M.	24TH ANNUAL SUGAR BOWL FOOTBALL GAME from New Orleans, La., with Mississippi and Texas as the opposing teams.
4:45 P.M.	44TH ANNUAL ROSE BOWL FOOTBALL GAME at Pasadena, Calif., with Ohio State meeting Oregon.

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NBC-New York, 12/24/57

JACK TRACY
ROOM 320

TRADE NEWS

2 COPIES X-H

December 26, 1957

'END OF THE RAINBOW,' NEW-TYPE AUDIENCE-PARTICIPATION SHOW GIVING DESERVING FOLK 'THAT LITTLE EXTRA PUSH' TO SUCCESS, CREATED BY RALPH EDWARDS FOR NBC-TV; ART BAKER IS EMCEE

END OF THE RAINBOW, a new kind of audience-participation show created by Ralph Edwards, in which someone will be given an opportunity to realize a lifetime ambition, regain a sound footing in business, or be provided with an unexpected opportunity for success, will be introduced by emcee Art Baker on NBC-TV Saturday, Jan. 11 at 10 p.m., EST.

Each week, "End of the Rainbow" will originate in a different city in the United States to present an unsuspecting subject with "the surprise of his life." In essence, the program takes up where "This Is Your Life" leaves off, the surprise element in each program having been tailor-made for the individual around whom the program is built.

The program will be sponsored by Pharmaceuticals, Inc., through the Parkson Advertising Agency, Inc.

Three production teams, operating out of New York, Chicago and Los Angeles, will cover the country in search of subjects to appear on the telecast. Heading the overall production will be Ed Bailey, a ten-year production veteran of the Edwards organization.

(more)

The production teams (consisting of an assistant producer, a writer and a production assistant) will be on the move constantly and will report to producer Bailey by telephone.

Edwards first tested the idea on a Summer showing of "Truth or Consequences" in 1956 (it was on "Truth or Consequences" that "This Is Your Life" was tested initially). A druggist, George Steinberger, of Indianapolis, Ind., was on the verge of losing his business, after a flood had inundated his store and ruined most of his merchandise. Edwards arranged for Steinberger to attend a druggists' meeting out of town and, in his absence, remodeled his store and restocked his supplies. The program took place at the moment when the druggist returned to find his store completely refurnished and restocked.

On Dec. 4, 1957, Edwards tested the idea further on the daytime version of "Truth or Consequences" when emcee Bob Barker introduced Art Baker in a Minneapolis, Minn., origination. The subject was Ronnie Eskew, owner of a small grocery store in that city. In spite of limited earnings, Eskew helped support several orphans at a local Catholic orphanage and donated food for holiday celebrations.

His store was in need of major repairs and Eskew was struggling to promote a carmeled popcorn product which he had originated in Minneapolis and sold on a modest scale in his neighborhood.

Decoyed out of town on a short trip (ostensibly to appear on a Chicago quiz show) Eskew returned to find his store remodeled with a stainless steel front, his store stocked with $1,000 in food

(more)

[illegible], 11,000 in his home country, a new station wagon for [illegible] activities, and 20,000 Deutsche marks during his stay distributed throughout the area. As a final surprise, arrangements had been made for his modern product to be distributed nationally by the National [illegible] Company.

The viewing audience will be requested each week to answer [illegible] questions and "that little extra item" to qualify their names [illegible] success. These requests will be promoted by the field team with the final evaluation involving with Ralph Edwards and Ed Bailey. As a result of the recent "trial run" the Edwards office has received several detailed suggestions.

[illegible] Issue 1/26/57

NBC TELEVISION NEWS

December 26, 1957

NBC BOOKLET TELLS HOW POPULAR TV ENTERTAINMENT MAKES POSSIBLE 'SPECIAL INTEREST' PROGRAMS THAT ENRICH U.S. CULTURAL LIFE

How can popular entertainment shows make possible "special interest" programs that instruct and enrich the cultural life of the American people?

The answer is explained in a new booklet put out by the National Broadcasting Company entitled, "Educational Television and Groucho Marx."

These two apparently unrelated subjects -- educational television and a world-famous comedian -- are really cause and effect, the booklet explains.

Because millions enjoy Groucho and other popular entertainers like him, television has grown into the greatest advertising medium in history. Every year American industry, recognizing television's ability to reach the entire family, has put millions of dollars into the medium.

This money serves two functions. It illuminates television screens across the nation with a week-long schedule of the most diversified entertainment available. At the same time it enables the networks to go beyond mass entertainment to create "special interest" programs.

(more)

The booklet continues: "The truth is that because there is Groucho, there also is an 'Assignment: India' and a 'Wisdom' series. Because there is a 'Dragnet' there also is an NBC Opera Company."

Highlighting the network's special presentations is the unique series of specialized educational programs, furnished at no charge to the nation's non-commercial educational TV stations.

"Every citizen," said Robert W. Sarnoff, President of NBC," has a stake in the success with which these (educational television) stations carry out their mission. The drastic shortage of teachers and classrooms lends special urgency to their efforts to build themselves into a major educational force.

"Those of us in television have an interest beyond that of the average citizen to lend such support as we can in solving these problems."

Presented in cooperation with the Educational Television and Radio Center at Ann Arbor, Mich., the series began March 13, 1957. It marked the first live programming ever to be produced expressly for these stations on a national basis and consisted of a 13-week cycle of five daily programs, each treating a major educational area. The second half of the project is now under way with five new daily programs being sent out live for a ten-week period.

Other highlights in NBC's schedule of "special interest" programming are the network's Special Projects Unit presentations. These include "Assignment: Southeast Asia"; the thrilling films recording the scientific journey to Antarctica -- "The Third World," "Eleven Against the Ice" and the upcoming "Conquest of Antarctica"; and the following programs in the "Project 20" series: "Nightmare in Red," "The Twisted Cross," "The Great War," "The Jazz Age," "The Innocent Years," and the recently completed "Back in the Thirties."

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NBC-New York, 12/26/57

NBC NEWS COMMENTATORS CHET HUNTLEY AND DAVID BRINKLEY ARE SUBJECTS OF SATURDAY REVIEW FEATURE; PHOTO OF HUNTLEY IS ON MAGAZINE COVER

NBC News commentator Chet Huntley is pictured on the cover of the Dec. 28 issue of the Saturday Review magazine.

Huntley and his fellow NBC commentator David Brinkley are also subjects of a feature article in the same issue.

Robert Lewis Shayon, author of the article, calls the TV newscast on which Huntley and Brinkley appear "a fifteen-minute capsule of news which has rapidly become the most attractive regular package of TV journalism on the air." This show is "NBC News," televised over NBC-TV at 6:45 p.m., EST, Monday through Friday. It is subtitled "The Huntley-Brinkley Report."

Shayon writes that what distinguishes Chet and David is "their propensity to introduce, every now and then, a revelatory footnote to the mere facts." As one example, he cites Chet's report of Navy enthusiasm about underseas exploration at the same time the Russians were launching sputniks. Shayon quotes Huntley: "The Russians may be ahead in space exploration, but apparently we know more about the bottom of the Arctic Ocean than anyone else in the world."

Shayon also praises Huntley's work on the NBC News "Outlook" program over NBC-TV (6:30-7 p.m., EST, Sundays). Noting his handling of an interview with Trevor Gardner, former Assistant Secretary of the Air Force for research and development, Shayon says: "Huntley's introduction, choice of questions and Gardner's replies bristled with challenge."

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NBC-New York, 12/26/57

NBC COLOR TELEVISION NEWS

NBC COLOR TELECAST SCHEDULE

Jan. 5-11

Sunday, Jan. 5

7-7:30 p.m. -- MY FRIEND FLICKA -- "The Settler."

8-9 p.m. -- THE STEVE ALLEN SHOW -- Guests are Xavier Cugat, Abbe Lane, Johnny Haymer, Sam Cooke, Sid Gould, Ward Bond and Robert Horton.

9-10 p.m. -- THE CHEVY SHOW -- With Tom Ewell as emcee, and Anna Maria Alberghetti, John Raitt and Shirley MacLaine.

Monday, Jan. 6

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW.

3-4 p.m. -- NBC MATINEE THEATER -- "The Europeans," starring Zsa Zsa Gabor.

7:30-8 p.m. -- THE PRICE IS RIGHT -- With emcee Bill Cullen.

Tuesday, Jan. 7

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW.

3-4 p.m. -- NBC MATINEE THEATER -- "The Collected Letters of Mr. Sage."

8-9 p.m. -- THE FISHER-GOBEL SHOW -- Lily Pons and Jimmy Durante are guests.

Wednesday, Jan. 8

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW.

(more)

Wednesday, Jan. 8 (cont'd)

3-4 p.m. -- NBC MATINEE THEATER -- "Two Picture Deal."

9-10 p.m. -- KRAFT TELEVISION THEATRE -- "The Velvet Trap," starring Thomas Mitchell, Peggy Ann Garner, William Shatner and Russell Collins.

Thursday, Jan. 9

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW.

3-4 p.m. -- NBC MATINEE THEATER -- "Great Obstacle Courtship."

7:30-8 p.m. -- TIC TAC DOUGH -- With Jay Jackson.

10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY.

Friday, Jan. 10

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW.

3-4 p.m. -- NBC MATINEE THEATER -- "A Chance to Die."

Saturday, Jan. 11

8-9 p.m. -- THE PERRY COMO SHOW -- Guests are Ginger Rogers, Pearl Bailey and Jack Carter.

10:30-11 p.m. -- YOUR HIT PARADE -- With Jill Corey, Virginia Gibson, Tommy Leonetti and Alan Copeland.

* * *

PLEASE MAKE FOLLOWING CHANGES IN JANUARY COLOR SCHEDULE:

NBC MATINEE THEATER (3-4 p.m.) will be telecast in color and black and white on Jan. 13, but in black and white only on Jan. 27.

NBC-New York, 12/26/57

Attention, Sports Editors

TOP SPORTS STORIES OF 1957 TO BE REVIEWED

The top sports stories of the past year will be reviewed in SPORTS HEADLINES OF 1957 on NBC-TV Wednesday, Jan. 1 (approximately 4:30 to 4:45 p.m., EST) between the telecasts of the Sugar Bowl and Rose Bowl games.

Bill McCord will narrate the filmed program, which is sponsored by the DeSoto Division of Chrysler Corporation. Batten, Barton, Durstine and Osborn, Inc., is the agency for DeSoto.

The number one item on "Sports Headlines of 1957" will show the victory of the Milwaukee Braves in the World Series, with pitcher Lew Burdette's three wins as the highlight. Other features will include the big football upset of the year -- Notre Dame over Oklahoma -- the move of the New York Giants and Brooklyn Dodgers to the West Coast, the Basilio-Robinson middleweight championship bout, Iron Liege's triumph in the Kentucky Derby, Dick Mayer's playoff victory in the National Open Golf Championship and Althea Gibson winning the Wimbledon Tennis title.

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NBC-New York, 12/26/57

NBC FEATURE

December 26, 1957

"FATHER KNOWS BEST"--WITH DUBBING--BECOMES A FEATURE IN GERMANY; IT'S SEEN IN OTHER LANDS, TOO

"Vater Is Der Best" may appear to be fractured German for "I'm on the wagon!", but actually it's the way NBC-TV's FATHER KNOWS BEST (Wednesday, 8:30 p.m., EST) was billed in its German premiere recently.

Being sponsored by Mokri cigarettes there, it is the first program to be presented on a network basis in Germany.

Why should a German cigarette company want to be identified with an American situation comedy?

A spokesman for Screen Gems, producers of the award-winning series, says: "The great popularity of 'Father Knows Best' is often said to be based on the fact that the life of the Andersons of Springfield is completely typical of American life today. Yet -- it turns out to have more international appeal that one would believe."

Officials of Mokri, after examining the show, decided that the homespun Anderson adventures could be the life of an average German family, or for that matter, of a middle class family in any civilized country. All you have to do is change the language, which is exactly what Screen Gems is now doing at their studios in Frankfurt.

(more)

This is not, however, the first foreign appearance for the Andersons. "Father Knows Best" plays currently in Canada (where it is the fifth most popular show), in England, in Australia, in Cuba and in a number of other Latin American countries.

The German premiere opened with Robert Young, "Father" of the show, delivering a welcoming speech -- on film -- to the German audience. Young had made the film in Hollywood and a German actor dubbed it in German later.

How do Young, Jane Wyatt who plays Margaret, Billy Gray as Bud, Lauren Chapin as Kathy and Elinor Donahue as Betty sound talking German? Not too different, once you get used to it. German language construction is not too unlike English, and for that reason dubbing is fairly accurate to the lip movements of the English language originals.

The title for the show created the most difficulty for Mokri. "Vater Is Der Best" is literally "Father Is the Best." The German translation of "Father Knows Best" is actually "Vater Weiss Es Am Besten," but at first Mokri preferred "Vater Wird's Schon Machen," which means "Father Will Do It." They settled for "Vater Is Der Best."

But whatever it is called, the story stays the same. It's the home life of the Andersons of Springfield, U.S.A. and -- it looks like -- the world.

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NBC-New York, 12/26/57

JACK TRACY
ROOM 320

TRADE NEWS

2 COPIES X-H

December 27, 1957

UNITED STATES TIME CORP. TO SPONSOR ONE-HALF OF NBC-TV's "STEVE ALLEN SHOW" COLORCAST ON ALTERNATE SUNDAYS

The United States Time Corp. will sponsor one-half of NBC-TV's STEVE ALLEN SHOW colorcast on alternate Sundays starting Jan. 26 (8-9 p.m., EST), it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

The U.S. Time Corp., for its Timex watches, will co-sponsor the program with the Greyhound Corporation, which currently sponsors half of the program on alternate weeks. S.C. Johnson and Son, Inc., sponsors the full program on the other weeks.

Peck Advertising Agency, Inc., represents the U.S. Time Corp.

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JACK TRACY
ROOM 320

TRADE NEWS

2 COPIES X-H

December 30, 1957

LINCOLN AND MERCURY DIVISIONS OF FORD MOTOR CO., AND LIGGETT AND MYERS TOBACCO CO., TO SPONSOR GRID GAME

The Lincoln and Mercury Divisions of the Ford Motor Company, and the Liggett and Myers Tobacco Company, will co-sponsor NBC-TV's coverage of the annual PRO BOWL football game from the Los Angeles Coliseum Sunday, Jan. 12 (4:15 p.m., EST), it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

The Pro Bowl contest features the top stars of the National Football League in an Eastern Conference-vs.-Western Conference clash.

The Lincoln and Mercury order was placed through Kenyon and Eckhardt, Inc. Dancer-Fitzgerald-Sample, Inc., is the agency for Liggett and Myers.

(Editors: Please note that telecast starting time will be 4:15 p.m. EST, instead of 3:45 p.m. EST as previously announced.)

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NBC-TV NEWS

REVISED CREDITS FOR NBC-TV'S "TONIGHT" SHOW

TIME:	Mondays through Fridays, 11:15 p.m. to 1 a.m., EST.
FORMAT:	Comedy, music, and visiting guest stars each night.
CAST:	Host and star, Jack Paar. Music director, Jose Melis.
PRODUCER:	Perry Cross.
COMMERCIAL PRODUCER:	Perry Massey
ASSOCIATE PRODUCER:	Ed Cosgrove.
DIRECTOR:	Garth Dietrick.
ASSOCIATE DIRECTOR:	Dick Gillespie.
WRITERS:	Jack Douglas, Walt Kempley, Paul Keyes.
SENIOR UNIT MANAGER:	Monty Morgan
UNIT MANAGER:	John Carsey
TALENT COORDINATORS:	Tom O'Malley, Chris Carroll
PUBLIC RELATIONS COORDINATOR:	Alida Mesrop.
TECHNICAL SUPERVISOR:	Al Henderson
ANNOUNCER:	Hugh Downs
PRODUCTION ASSISTANTS:	Sheila Reilly, Mitzie Matravers, Suzanne Pelsang.
FLOOR MANAGERS:	Chuck Stamps, John Lynch

(more)

2 - Revised Credits 'Tonight'

PROPERTY MAN:	Robert Griffin
SET DESIGNER:	Charles Rosen
COSTUMES:	Guy Kent
TECHNICAL DIRECTOR:	Robert Long
LIGHTING DIRECTOR:	Robert Riley
AUDIO:	Robert Brig
PREMIERE OF NEW FORMAT:	July 29, 1957
NBC PRESS REPRESENTATIVE:	Jim Hayes, New York

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NBC-New York, 12/30/57